# BROADCASTING

Vol. 11 • No. 4

WASHINGTON, D. C.
AUGUST 15, 1936

Foreign
$4.00 the Year

## Broadcast Advertising

$3.00 the Year
15c the Copy

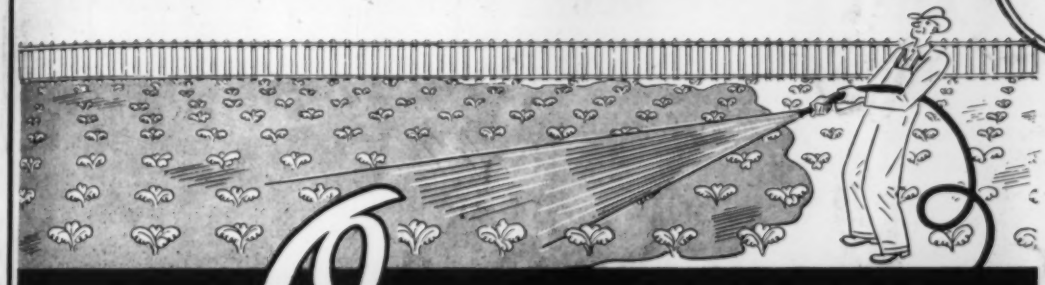
Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



THE JOHN CRERAR LIBRARY
AUG 17 1936



WHERE YOU HAVE GROUND TO COVER



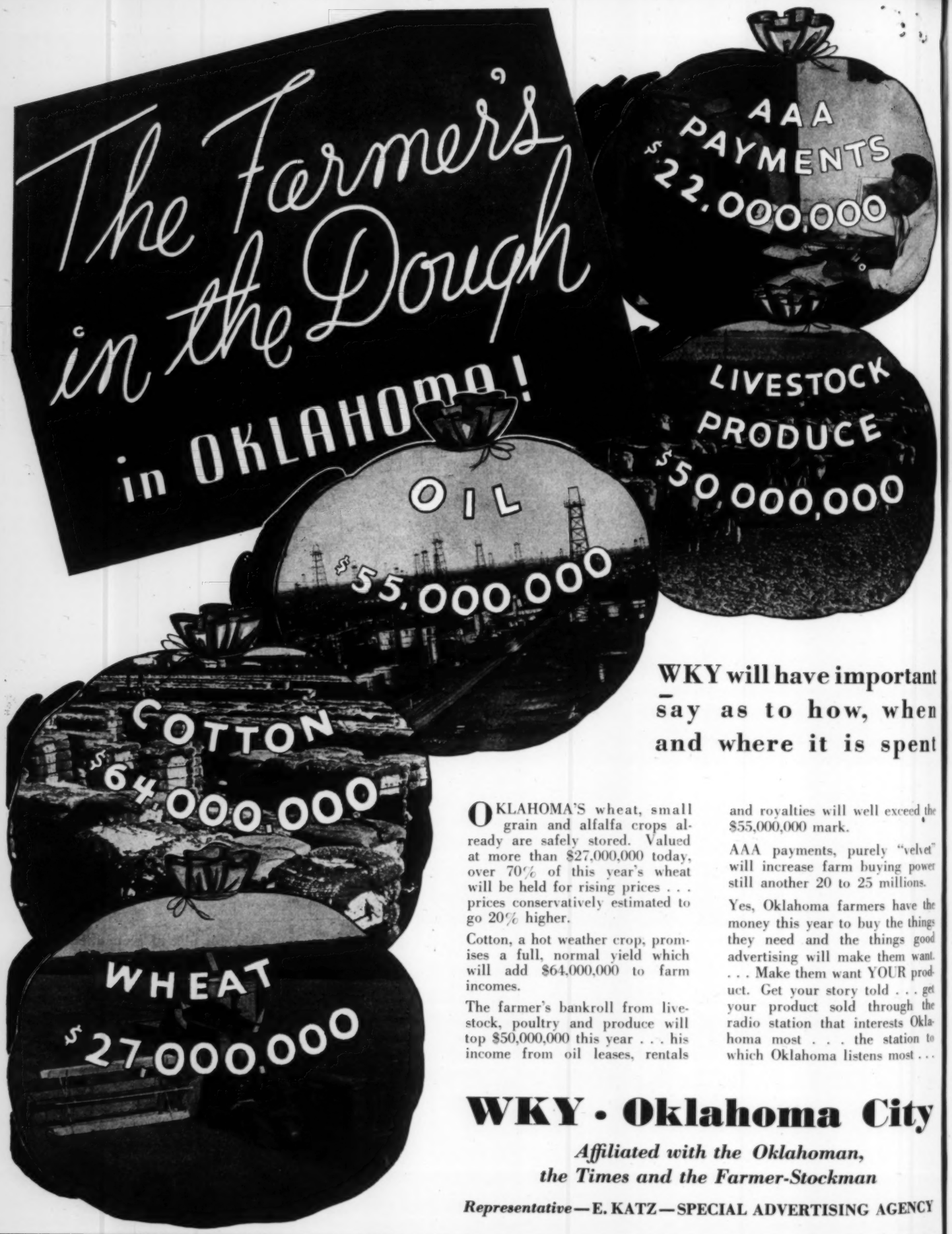
. . . One GOOD HOSE
IS WORTH A dozen BUCKETS

● If time is no object, you can water a sizeable plot of ground, bucket by bucket. But where cost and results are important, you naturally prefer equipment big enough for the job.

Since cost and results are vital to radio advertisers, there is a natural preference for Station WHO, with 50,000 watts, as the profitable means of selling Iowa by radio. In contrast to compact metropolitan markets, Iowa stretches over 200 miles north to south, over 300 east to west. To sell Iowa you have ground to cover, a fact which makes WHO's high-powered transmitter of unusual value to the advertiser.

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. ● Des Moines, Iowa ● Phone 3-7147
National Representatives FREE & SLEININGER, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME




**WKY will have important say as to how, when and where it is spent**

OKLAHOMA'S wheat, small grain and alfalfa crops already are safely stored. Valued at more than $27,000,000 today, over 70% of this year's wheat will be held for rising prices . . . prices conservatively estimated to go 20% higher.

Cotton, a hot weather crop, promises a full, normal yield which will add $64,000,000 to farm incomes.

The farmer's bankroll from livestock, poultry and produce will top $50,000,000 this year . . . his income from oil leases, rentals and royalties will well exceed the $55,000,000 mark.

AAA payments, purely "velvet" will increase farm buying power still another 20 to 25 millions.

Yes, Oklahoma farmers have the money this year to buy the things they need and the things good advertising will make them want. . . . Make them want YOUR product. Get your story told . . . get your product sold through the radio station that interests Oklahoma most . . . the station to which Oklahoma listens most . . .

# WKY • Oklahoma City

***Affiliated with the Oklahoman, the Times and the Farmer-Stockman***

***Representative*—E. KATZ—SPECIAL ADVERTISING AGENCY**

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

BRO

XUM

# *Announcing*

## The

# NEW YANKEE NETWORK

| | |
|---|---|
| WNAC BOSTON, MASS. | WTIC HARTFORD, CONN. |
| WEAN PROVIDENCE, R. I. | WTAG WORCESTER, MASS. |
| WICC BRIDGEPORT, CONN. | WCSH PORTLAND, MAINE |
| WMAS SPRINGFIELD, MASS. | WLBZ BANGOR, MAINE |
| WFEA MANCHESTER, N. H. | WSAR FALL RIVER, MASS. |
| WNBH NEW BEDFORD, MASS. | WLLH LOWELL, MASS. |

WATR WATERBURY, CONN.

We are now accepting definite orders for preferred time for Fall. For available time and rates write, phone or wire

THE YANKEE NETWORK, INCORPORATED

21 BROOKLINE AVE., BOSTON

or the office of EDWARD PETRY & CO., INC., nearest you—

New York · Chicago · Detroit · San Francisco

CBS
CBS

# CAUSE & EFFECT

More people are listening to Columbia than ever before.

So—more advertisers choose Columbia than ever before.

And still more people tune-in Columbia.

. . . that's the A B C of it.

**THE COLUMBIA BROADCASTING SYSTEM**

# "...radio...newspapers...posters..."

THE other night we heard a road contractor plugging his 60-foot highways in one-minute spots.

"That", thought we, "is silly. *WE* wouldn't have sold it to him."

And the funny thing is that we really wouldn't! Maybe *we're* the crazy ones, but we honestly believe that the only sure way to get ahead in our business is to prescribe no medicine that we wouldn't take ourselves, if the positions were reversed.

If you're having a tough time deciding between radio and other media—if you're wondering how *best* to do some unusual job — if you're puzzled by conflicting claims and counter-claims . . . then give us a ring. We believe you'll find that we can help simplify your problem, and earn both your confidence and your thanks.

## FREE, JOHNS & FIELD, INC.

*Associated with Free & Sleininger, Inc.*

*Radio Station Representatives*

| NEW YORK | CHICAGO | DETROIT | SAN FRANCISCO | LOS ANGELES |
|---|---|---|---|---|
| 110 East 42nd St. | 180 N. Michigan | New Center Building | 111 Sutter | C. of C. Bldg. |
| Lexington 2-8660 | Franklin 6373 | Trinity 2-8444 | Sutter 4353 | Richmond 6184 |

| | | |
|---|---|---|
| WIS . . (NBC) . . . . Columbia | WKZO . (MRN) . . . Kalamazoo | WPTF . (NBC) . . . . . Raleigh |
| WHKC . . . . . Columbus | WNOX . (CBS) . . . . Knoxville | KTSA . (CBS-SBS) . . San Antonio |
| WOC . . (CBS) . . . Davenport | KFAB . (CBS) . Omaha-Lincoln | KTUL . (CBS) . . . . . Tulsa |
| WDAY . (NBC) . . . . . Fargo | KOMA . (CBS-SBS) . Oklahoma City | KVI . . (CBS) . . . . . Tacoma |
| KTAT (SBS) . . . . Fort Worth | WMBD . (CBS) . . . . . Peoria | and |
| WDRC . (CBS) . . . . Hartford | | Southwest Broadcasting System |

# BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 4 WASHINGTON, D. C., AUGUST 15, 1936 $3.00 A YEAR—15c A COPY


# Warner Return Quiets Copyright Turmoil

## Four Years of Peace Foreseen Except for Legislative And Legal Battles; Schubert Catalog Is Still Out

WITH THE return of Warner Bros. music publishing houses to the American Society of Composers, Authors & Publishers after a futile seven-month attempt to go it alone, comparative peace is expected for the next four years in the relations of broadcasters and their clients with music copyright owners, except for redoubled efforts by music users to reform existing copyright laws and seek fair payments for music performed on the air.

The Warner realliance with ASCAP means that all of the country's broadcasting stations now have contracts that run until Dec. 31, 1940, for the catalogs of practically all of the leading publishing houses. During that time there is little likelihood of any change in the present royalty payment formula, whereby stations pay 5% of their "net receipts" plus sustaining fees to ASCAP. ASCAP's income from broadcasting for this year is expected to reach $4,000,000, as against $3,200,000 in 1935.

Reinstatement of Warner houses Aug. 4, with their catalogs of admittedly desirable though not indispensable music, brought a sigh of relief from broadcasters, radio advertisers and agencies alike. There disappears all of the confusion over performances and checking and rechecking of numbers, imminent danger of infringement suits, and the return to the air of many theme songs of previously established value.

### Warner Not to Rebate

AS REPORTED exclusively in the supplement to the Aug. 1 issue of BROADCASTING, the return of the Warner houses was effected upon application of the motion picture subsidiaries exactly as scheduled. The company retains its seniority among ASCAP members, as of Dec. 31, last, but gets no added monetary concessions, and does not share in ASCAP receipts for the seven-months of its insurgency.

It has developed, however, that only six of the seven Warner publishing houses have been reinstated in ASCAP. The seventh, which is in dispute with Warner, is the Schubert Music Publishing Co., which controls 50% of what is said to be a rather inconsequential catalog embracing only two production schedules of any popular merit. Harms Inc. and Schubert each own the half of the company.

The two important music schedules in this catalog are *Student Prince* and *My Maryland*. The most important number is *Yours Is My Heart Alone*. These two operettas have been placed on the restricted list by Harms, along with all compositions involved, as a means of safeguarding against possible infringement actions. Other numbers in the catalog were said to be non-existent insofar as performances are concerned.

Warner, it was stated officially Aug. 11 on behalf of the companies, does not plan to rebate to the some 290 stations money which they have paid it in music performance fees since the first of the year. Prorated refunds for payments made beyond Aug. 1, on which date Warners' return was effected, however, will be made to the few stations which paid in advance. It is not known how much money will be involved in these refunds, but the sum probably will not exceed a few thousand dollars.

It is figured roughly that possibly $175,000 in license fees was committed to Warners by stations which preferred to protect themselves via that route. However, it is known that many stations, suspecting a possible return of the motion picture subsidiaries to ASCAP, did not remit, and that in the aggregate not more than some $75,000 or $80,000 was paid in.

It is indicated strenuous efforts will be made to procure rebates retroactive to Jan. 1 on the primary grounds that licensed stations would be unjustly penalized. The contention is that stations which did not take Warner licenses and which were sued for alleged infringements, are having the slate wiped clean, while the licensees who acted in good faith suffer the financial burden of the Warner-ASCAP breach.

Warner companies which have returned to the ASCAP fold are Harms Inc., T. B. Harms Co., M. Witmark & Sons, New Yorld Music Corp., Remick Music Corp., and Victoria Publishing Co. Among the composers whose writings are now performable under ASCAP contracts, at no increase in ASCAP rates, are those of Jerome Kern, Sigmund Romberg, Otto Harbach, George Gershwin, Victor Herbert, Oscar Hammerstein and Vincent Youmans. All told, some 35,000 songs in the Warner catalogs are returned to radio performance.

While efforts were made on all sides to avoid gloating over the Warner capitulation, and thus make its return as graceful as possible, it was an open secret that reaffiliation with ASCAP was the only course left. It bolted ASCAP last Dec. 31 because it wanted more than the $350,000 it received during 1935 for its repertory, plus a like amount for its composer members. Not only did it fail to realize anything approaching that sum from its broadcasting contracts, but it felt immediate repercussions in its most vital spot—box office receipts for its musical motion pictures.

### Suits Dismissed

REFUSAL of the major networks, plus more than half of the most important stations, to accept Warner licenses struck Warner operations with telling effect. Unloading of some 200 infringement suits against stations, networks, hotels and night clubs, seeking nearly $4,000,000 in damages, fizzled too. Not a single suit went to trial.

Despite all this, the broadcasting industry took an "all is forgotten" attitude, though mindful of what may happen in the future under the existing antiquated copyright laws and with all desirable music mobilized under the ASCAP banner. There was plainly evident the feeling that the industry must fortify itself with desirable legislation along the lines of the Duffy Bill, which died at the last session of Congress as a victim of ASCAP lobbying and which would have removed from ASCAP its formidable $250 minimum damage weapon.

Also ascertained was the fact that Herman Starr, Warner vice president and president of Music Publishers Holding Corp., Warner music subsidiary, who negotiated the separate contracts with stations and headed the onslaught against ASCAP at the time of its defection, has been relieved of his music obligations. It was said he is devoting his time to "other Warner interests". He was not involved in the negotiations for the Warner reinstatement, which were carried on by Joseph H. Hazen, staff attorney of Warner interests in Hollywood, and A. M. Wattenburg, New York attorney.

Return of Warner houses also strengthens measurably the government anti-trust suit against ASCAP alleging it to be a monopoly in restraint of trade. While the broadcasting industry is somewhat divided on the advantages of

(*Continued on page 56*)

# Longer Licenses for Stations Are Anticipated Within a Year

THE efforts of broadcasters to procure a longer span of license-life from the Federal government, hitherto futile, may be rewarded with success this year, whatever the outcome of the presidential elections in November.

For the first time in the last half-dozen years, Administration leaders have begun to prick up their ears on the longer license plea, and it is now rather openly hinted in FCC higher circles that at least a one-year license, in lieu of the present six months franchise, will be forthcoming. Republican spokesmen also have indicated that they favor an increased license tenure for broadcasting stations and, should they come into power next year, one of their first acts, they indicate, will be that of extending broadcasting station licenses for at least three years, which the existing law allows.

Practically from the beginning of organized broadcasting in 1927, when the original Radio Commission was created, broadcasters were united in their plea for longer licenses. Until two years ago, licenses were issued for only three months. Then the Radio Commission magnanimously doubled the license period to six months, the FCC continuing them on that basis.

### Need of Stability

THE PLAINT of the broadcasting industry has been that the short license period does not encourage development of the industry and does not give it the stability it warrants on the basis of the tremendous investments in station facilities and personnel. There is also a feeling that it hampers program development and "editorial selection". These arguments have never been broken down with any degree of logic by the FCC. The only answer has been that the Commission desired to keep the broadcast structure sufficiently fluid to allow changes in assignments that would result in serving a greater number of people.

With the reallocation hearing scheduled for next Oct. 5, it is

(*Continued on page 41*)

# Spot Disc Service Broadened by NBC

### Clients of Network May Place Discs Now on Any Station

TRANSCRIPTION facilities of NBC will be made available to its network clients for spot transcription placements on any stations selected by its advertisers, in an important change in policy announced Aug. 10 by President Lenox R Lohr.

While there was no elaboration of a one paragraph announcement by Mr. Lohr setting forth that the network henceforth will sell transcriptions in the spot field, the step was interpreted to mean that the network will engage in manufacture and recording of transcriptions for placement on any and all stations. Heretofore NBC Transcription Service has been limited to "tailor-made" programs for advertisers for placement on stations generally, but it has not permitted advertisers to record network programs for placement on stations other than those associated with its networks.

#### Provisions of New Rule

THE POLICY, which becomes effective immediately, specifies: "NBC will sell electrical transcriptions whether recorded from NBC network programs or from studio productions, for broadcasting over any stations selected by the client."

The new rule, it is presumed, means that any NBC network account can record off the line its network program, or make studio productions for transcriptions and place them on any stations they desire, whether NBC or associated with any other network.

The upsurge in transcription spot business during the last few months, plus the demand from network advertisers to be permitted to record off the line, it is believed, led to the change in policy.

## Grove on Mutual

GROVE LABORATORIES Inc., St. Louis (Bromo Quinine) on Sept. 28 starts Gabriel Heatter, WOR news commentator, on seven Mutual stations in a 26-week series which may later be extended to the Don Lee segment of Mutual on the West Coast. The programs will be heard Mondays through Thursdays, 7:45-8 p. m., on WFIL, WBAL and WCAE, with rebroadcast at 9 p. m. to WOR, WGN, CKLW, WAAB. Heatter will be opposite Boake Carter on CBS for Philco, in Philadelphia, Pittsburgh and Baltimore. Heatter will not handle the commercials. The programs will be keyed from WOR. Stack-Goble Adv. Agency, New York, has the account.

## Kellogg-WSM Football

WSM, Nashville, will broadcast all 1936 games of the Vanderbilt football team under sponsorship of Kellogg Co., Battle Creek (cereal). N. W. Ayer & Son Inc., Philadelphia, is the agency. Arrangements were begun last spring by Harben Daniel, WSM commercial manager, since in the Southeast Conference each college has its own radio policy and it is necessary to obtain broadcast rights for a game from both teams. Last autumn Kellogg sponsored the last four Vanderbilt games on WSM.

## Our New York Headquarters

**NEW headquarters with an augmented staff have been established by BROADCASTING Magazine in New York City. With Howard London continuing in charge of news, and Norman Goldman as newly-appointed New York advertising representative, offices have been established in Suite 701, 1270 Sixth Ave., Rockefeller Center. The telephone number is Columbus 5-3815. Mr. London for the last two years has been New York correspondent of BROADCASTING. Mr. Goldman on Aug. 1 joined BROADCASTING after four years in the sales promotion department of WLS, Chicago.**

# Bread Disc Series For Local Bakers

### W. E. Long Co. to Use Radio in Promoting Travel Movie Film

W. E. LONG Co., Chicago, operating a research and advertising service to bakers, is planning to record and place 39 quarter-hour transcriptions for use this fall by independent bakers throughout the country.

The program will feature an adventure series based on Ace Williams, cameraman, who recently made a world tour for W. E. Long Co. in search of facts about bread. It will be tied into a motion picture film based on Williams' adventures as well as newspaper advertising and point-of-purchase merchandising.

#### Merchandising Tieups

CAMPAIGNS are to start in individual markets shortly after the opening of school. The series is designed to last a year or more since the original series of 39 transcriptions can be continued indefinitely. The motion picture film is to be shown in Radio City Music Hall under auspices of the New York Museum of Science and Industry, according to the Long company.

The radio plot, while aimed mainly at children, also is designed to appeal to all ages. Commercials will be directed principally toward building interest in the motion picture. The newspaper campaign will include testimonials from Ace Williams. A recipe booklet will be used as a giveaway. In the Aug. 1 issue of BROADCASTING it was incorrectly stated that the Long discs already were being cut. The contract has not yet been awarded.

## Major Networks' Billings Attain Record for July

HAVING achieved record billings for any six-month period during the first half of this year [BROADCASTING, Aug. 1], the major networks on Aug. 20 will report their largest July billings in history. According to advance unofficial reports to BROADCASTING, CBS will show gross billings for time sales of about $1,300,000, an increase of about 42% over the same month last year. The combined NBC networks will report gross billings of about $2,450,000, a 10% increase and a considerable gain over June of this year.

Mutual Network's July billings, already reported, ran $109,561 for its basic and associated stations, which compares with $58,446, the same month last year, being a gain of 87.4%. The July billings also gain slightly over MBS billings for June, which amounted to $104,510.

## Morgan May Join NBC

REPORTS persist, though they are still unverified, that Clayland T. Morgan, publicity manager of the French Line, will shortly join NBC in an administrative capacity under President Lenox R. Lohr. If he accepts the post believed to have been offered him, he will not become a vice president nor will he displace any present official of NBC despite recently published reports that new vice presidential appointments are to be made. Mr. Morgan came to the attention of NBC when he handled the publicity details, including the radio rebroadcasts, of the maiden voyage of the *Normandie* last year.

# Committee of 15 Asks Station Data

ANOTHER appeal to stations, agencies and radio advertisers to submit all researches bearing on station coverage and listener habits, was made July 8 by Paul F. Peter, secretary of the Joint Committee of Fifteen representing the NAB, ANA and AAAA which has established an office in the Graybar Bldg., New York, as the first step toward creating a radio research bureau to serve all three branches of broadcast advertising on a cooperative basis.

Having recently issued its census of radio homes by states and counties [BROADCASTING, July 1], the Joint Committee's technical committee met late in July in New York and, after discussing the duties to be undertaken by Mr. Peter, ordered him to start first on coverage data.

Mr. Peter stated that, following his questionnaires to stations, agencies and advertisers which were supported by a letter to stations from James W. Baldwin, NAB managing director, about 90 responses were received. These brought forth data from nearly that many stations, the major networks and about a dozen agencies. More data is needed, said Mr. Peter, to give the Joint Committee material with which to start. He seeks every bit of data in the radio files of agencies as well as stations in order to determine proper methods to be employed in collecting authentic basic data for the medium as a whole. The information on individual researches, it was promised, will be kept entirely confidential.

The NAB, at its recent Chicago convention, voted $10,000 toward support of the radio research bureau to be used when needed. More than a year ago NBC committed $20,000 and CBS $10,000 for the project. These funds have been used in the preliminary work of the joint committee and now are defraying the overhead of Mr. Peter's office.

## *BILLINGS DIRECTOR OF HEARST IN WEST*

Mr. Billings

THE transfer of Ford Billings, manager of WCAE, Pittsburgh, to Los Angeles to direct West Coast activities of Hearst Radio Inc. and to supervise the construction of KEHE, Hearst-owned station in that city, was ordered effective Aug. 10 by New York headquarters of Hearst Radio. Mr. Billings arrived in Los Angeles on that date, taking up his duties at once and preparing to make that city his permanent home. He was succeeded at WCAE by Leonard Kapner, commercial manager.

Mr. Billings recently completed an assignment for Hearst to visit Los Angeles and San Francisco and to recommend organization details. He has been manager of WCAE for the last two years, coming from KSTP, St. Paul. He first entered radio at the original WHK, Cleveland, later was on the staffs of WHAM, Rochester; WGR, Buffalo, and WMAK, Buffalo. Then he went to WLW, Cincinnati, as station director.

## Fidler Goes to St. Louis For J. Walter Thompson

FRED H. FIDLER, account representative of the J. Walter Thompson Co. in San Francisco, handling the Shell Oil account, will be transferred to St. Louis Sept. 10 to assume management of the agency's office there. He succeeds Arthur Farlow, who returns to San Francisco Oct. 1 to resume his former duties as account executive.

With Mr. Fidler's transfer, several other changes will take place in the San Francisco offices of the agency. Norman Strouse, formerly head of the media department, becomes account executive on the Shell Oil Co. account; Fred Wilmar will be transferred from traffic to the media department to work with Robert Thurmond, and Phipps Rasmussen becomes head of the traffic department with Gordon Steedman as his assistant. Personnel changes were announced by Lynn Baker, vice president and Pacific Coast manager for J. Walter Thompson Co. in San Francisco.

## U. S. Alcohol Spots

U. S. INDUSTRIAL ALCOHOL Co., New York (Super Pyro, anti-freeze), will use spot radio for the first time in a fall campaign to begin about mid-October. Plans are still in the making but it is believed that about 20 stations will be used in the cold-weather area of the United States. Lambert & Feasley Inc., New York, has the account.

TONY WAKEMAN, sports announcer of WJAS, Pittsburgh, who won the recent Atlantic City Headliners Club medal for the best news broadcast of 1935 in recognition of his coverage of an eyewitness account of the Johnstown flood over WJAS and CBS, on Sept. 1 will join WOL, Washington, as sports and feature announcer.

# A Banker Appraises Radio as a Medium

By R. E. DOAN
Denver National Bank, Denver, Col.

## Broadcasts Offer Ideal Means of Creating Confidence In the Sponsor and Arousing a Friendly Feeling

**WHEN media want to do a bit of self-promotion, they take a big capital "I" and hang a song and dance around it. The result may be spiral bound and quite impressive. But much more effective is the view of the outsider, the unbiased buyer, who doesn't have to conceal any dry rot in the family tree or salaam to any sacred cows. Mr. Doan, a financier and writer, has written a piece about radio from a banker's viewpoint and for bankers' consumption. It appeared in the July issue of the "Financial Advertisers Association Bulletin" in the radio section, conducted under supervision of Joseph F. Cornelius, of First National Bank, Spokane.**

"IS BANK radio advertising effective?"

"Can radio be used to supplant other advertising media?"

"What about the uncertainty of radio circulation?"

"What place should radio occupy in a bank's advertising budget?"

These are but a few of the typical questions which should and often do occur to a prospective radio advertiser — yet comparatively few books on bank advertising give adequate answers. Many are content to treat radio as an academic question instead of considering its practical aspects as a modern bank advertising medium. And far too many radio advertisers, not alone in banking but in other lines of business, are inclined to overlook many of the important elements essential to a successful use of this medium.

### Not An Experiment

SOME hear of the marvelous results gained by other advertisers, decide on a radio effort, sign up for time on the first station whose salesman happens along at the psychological moment, then throw together a program and they're off. And, indeed, they are "off" in most cases. Radio, like any other advertising medium, demands a certain amount of planning, familiarity with its possibilities, sales effort, etc. So, let us review and endeavor to solve a few of the problems connected with properly utilizing this "fourth dimension" in advertising.

In the first place radio has long ceased to be an experimental proposition. It is now recognized by the advertising profession as a practical, major medium. A few facts will help to illustrate the place radio holds today.

According to latest estimates, nearly 23,000,000 homes in the United States are radio-equipped nearly 70% of the families in this country own and use radio receiving sets.

To add to its popularity, the last few years of reduced family incomes have increased interest in radio as an economical means of entertainment, education, and contact with the rest of the world.

In determining the effectiveness of radio as an advertising medium, many things may be taken into consideration—things not peculiar to any one business, but of equal interest to all advertisers. To begin with, all businesses—banks especially—have the problem of "humanizing" their services or wares to the general public. Without such "humanizing" effort, the public is inclined to look upon a bank as cold, impersonal, interested only in profits and not at all in the individual's problem. Until radio made its appearance on the advertising horizon, personal contact—word-of-mouth advertising—was about the best way to dispel this public feeling toward banks. Of course, to utilize this method, it was necessary to first get the prospective customer in the bank, and to demonstrate a sincere interest in his or her problems at that time; or to make use of every opportunity to have officers or other representatives of the institution address public gatherings to get across this "humanizing" touch. Newspapers, magazines, direct mail, outdoor advertising, window displays—all such media had, and still have, a definite place in informing the public generally or in drawing the prospect into the bank where personal, word-of-mouth, contact could be made. But the printed word has never been able to replace word-of-mouth contact in effectiveness from a selling standpoint.

### Auditory Superiority

ANY EXPERIENCED salesman will confirm this, and psychological investigations definitely show that auditory suggestion is more effective than visual; that auditory impressions of an advertising nature are recalled and recognized later better than similar visual impressions.

In short, radio is based upon the oldest and most effective form of advertising, and if for no other reason than this would soon have established itself firmly as a major medium.

Most advertisers instinctively realize that radio has great possibilities, but many are held back, or at least somewhat awed, by the uncertainties and problems of utilizing this medium. For example, one of the most common objections to radio, from an advertiser's standpoint, is its "shortlived" nature—the fact that if a program is not heard when broadcast it is never heard, whereas a newspaper advertisement, a folder, or other such printed forms are available for reading indefinitely.

This is a valid consideration, but not a real objection. The logical answer to radio's so-called "shortlived" nature is to be found in program-quality and merchandising. If you have a truly good program, and if you interest your prospective audience in it by properly selling it to them, you need have no fear on the "short-life" score. People will arrange or rearrange their time and activities to listen to a really good program, and they will convert their friends to listeners, thus quickly building up a faithful and receptive audience.

### How Many Listen?

THERE are many other considerations in any comparison of radio with other media. As an illustration — there is comparatively less competition on the air than in a newspaper. One's attention is not as readily distracted from a good radio program to another program as from one newspaper advertisement to another, or as from an advertisement to editorial copy. One logical reason for this is the fact that a really good radio program is not merely an advertisement—it is entertaining or educational, thus eliminating the necessity of seeking elsewhere for these desired qualities. Another reason is the physical effort required to tune out one program and get another as compared to the ease with which a person can glance from one part of a printed page to another.

Of course, the listener, if he is not interested in the program, can and most certainly will tune out the station or cease to listen attentively. In like manner, however, if he is not interested in a newspaper advertisement he can even more easily shift his gaze to another ad or to news copy; if he is not interested in a folder he can easily throw it into a wastebasket, etc.

We could continue to make comparisons, but the inevitable conclusion is that radio really offers no more hazard than other media when properly utilized.

Another question often brought up by prospective advertisers is the uncertainty of radio "circulation". As will be readily realized by any intelligent advertiser, no definite circulation figure can be given for any one radio program or even for any one station. No one can know for a certainty just how many people will listen to a specific program. A certain percentage of possible listeners will undoubtedly be away from home when any one program is on, others will have some other station tuned in, still others will not have their radios turned on, etc.

And this uncertainty puzzles the advertiser. He is inclined to wonder just what guaranty he has that he will get the ears of his audience. The answer is that he has no such guaranty. The number of listeners to any one program depends to a great extent upon just how interesting that program is, upon how well it has been merchandised to the prospective audience, and upon other things.

It is well to realize, however, that this indefiniteness is not peculiar to radio. We have been taught to rely so much upon the number of subscribers to a newspaper, the number of persons passing a billboard daily, or the number of people on our mailing list as "circulation", that we expect some such figure from radio.

But, let us stop and analyze these "circulation" figures for other media. How many of those who pass a billboard actually see it? How many pause long enough to really get the message? How many of those who subscribe to a newspaper actually glance at the page upon which our advertisement appears? How many recipients of a direct mail piece read it?

In these and practically every other medium uncertainty as to reception of any message exists. People walking or driving by a billboard may have other things competing with the board for their attention, such as traffic, conversation with a friend, etc. People who receive direct mail may be too busy to read it at the time; they may put the folder away for future perusal and then forget about it.

### A Major Medium

SUBSCRIBERS to a newspaper have many likes and dislikes. Some may read nothing but the sport page, others nothing but the financial page, still others only the front page. Some may not have time to read the paper at all on the very day our advertisement appears. And a large percentage of newspaper subscribers ordinarily haven't sufficient time to read even all of the news items let alone the ads. And yet many advertisers rely upon the number of passersby, the number on mailing lists, and the number of subscribers to a newspaper as indicative of the readers, or "circulation", of such media.

We could go through practically every other form of advertising with the same critically analytic method and demonstrate the fallacy of "circulation". But the foregoing should be sufficient to clearly indicate that radio is not peculiar in its uncertainty of reaching a definite number of people at any one time.

The problem sums up, to a great extent, in this fashion: We

(*Continued on page 53*)

# Philco Discloses Its Television Progress

By MARTIN CODEL

## Clear Images Shown by Big Set Manufacturer Indicate It Will Be Important Factor in the Visual Field

FIRST in radio set sales during the last three years, Philco Radio & Television Corp., as its name implies, does not intend to be left at the post when television inevitably arrives in the not far distant future. Whether Philco will confine itself to the television set manufacturing field, or enter also into the visual field as a broadcaster, its officials are unprepared as yet to say—but the indisputable fact that that company will be a substantial factor in television was pointedly demonstrated Aug. 11 when it disclosed for the first time what its laboratories have been doing in visual radio research and development.

Privileged to be one of a party invited to Philco's demonstration at Philadelphia, I can best begin this layman's description of what was shown by repeating the conclusions published in these columns last year after visits to the Baird television laboratories in London [BROADCASTING, June 15, 1935] and the RCA laboratories in Camden [BROADCASTING, Dec. 15. 1935].

Television, I wrote then in effect and repeat now, is a technical reality that fascinates the observer and must baffle the imagination of those who can only read about it. It isn't ready for the home as yet, partially due to technical "bugs" remaining to be overcome but more largely due to economic obstacles. What is being shown in the Philco laboratories and field tests, as in RCA's, is so *remarkably good* that, price and technical factors being favorable, the public should accept television in a big way once it is publicly introduced through adequate broadcasting facilities.

### A "Tremendous Industry"

THAT Philco officials share this view, though they have elected to remain silent until now, probably fearful of what too much talk about television might do to radio set sales during the reviving market of the last few years, was indicated by Larry E. Gubb, Philco's president, when he told the gathering before the demonstration began:

"We don't believe television is just around the corner, but we do believe that when it does come it will be a tremendous industry." Mr. Gubb did not go beyond this, except that in a prepared statement issued by Philco he was quoted as predicting, cryptically: "Commercial television will not come during 1936."

But J. M. Skinner, president of the associated Philadelphia Storage Battery Co. and president of the Radio Manufacturers Association, whose statement on television's standard needs was delivered on behalf of the entire radio industry before the June conferences of the FCC on the future uses of the ultra-shortwaves [BROADCASTING, July 1], went a step further in disclosing Philco's official state of mind when he asserted:

"Philco's only object in these experiments is a good picture, comparable to home movies in definition. We do not think we have achieved this yet. We want a stable broadcasting structure built up. We are not interested in patents except in a defensive way. We expect to be part of any patent pool formed for the television industry, which seems to be the only solution if we are to avoid chaos. We think at this time that a patent pool like the one in the automobile industry, in which all can participate, is the only way to avoid monopoly."

### Frequency Needs

MR. SKINNER went further into details of the RMA standards placed before the FCC, and ended by pleading with the press to cooperate toward the end that the FCC assign to television the ultra-shortwave bands between 42,000 and 90,000 kc. (with the exception of the 56,000-60,000 kc. assigned to the amateurs). "If the FCC doesn't grant these channels," he asserted, "you can kiss television goodbye, for a long time at least."

These short talks and one other by Sayre M. Ramsdell, Philco vice president, in which he asserted that after eight years of quiet work on television Philco thinks "the time now ripe" to show what it has, were the preliminaries to an exhibition that was more convincing than Baird's and just as convincing as RCA's. Mr. Ramsdell did add one other point which indicates how the research mind works and how the executives guiding their costly experiments are thinking: He announced that the apparatus about to be demonstrated will shortly be torn down to make way for newly designed apparatus capable of even higher picture definition!

TELEVISED STILL — Time exposure picture of Jean Muir, film star, taken during Philco's demonstration directly off the fluorescent cathode-ray screen. This picture is "off the air" and was built up at the rate of 345 lines framed 60 times per second.

Taken to the North Philadelphia suburban home of William H. Grimditch, Philco chief engineer, we were seated before four large console sight-and-sound receivers placed in a row in the recreation room. Music was being played as we inspected the sets, each having six control knobs—three, we were told, for controlling the received images and three for the sound. Within a few moments the first pictures began to come through from W3XE, Philco's experimental visual broadcasting station atop the factory seven miles away, operating with 1,000 watts on the 51,000 kc. carrier frequency for picture transmission and on 54,250 kc. for the synchronized sound.

Only two of the sets were operated, permitting easy view for those in the three tiers of seats on either side of the room. The pictures were framed on the fluorescent ends of oval cathode ray tubes 12 inches in diameter and reflected on vertical mirrors (see photos herewith). The framed pictures were approximately 9½ x 7½ inches in size, built up by electrical bombardments within the tubes that figuratively "painted" 345 line images 30 times per second, interlaced to give the optical illusion of 60 framings per second.

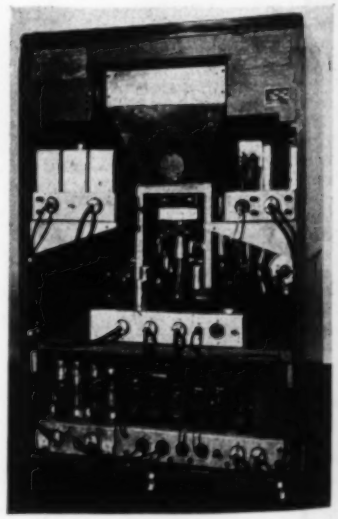
The first pictures were stills—one of Jean Muir, another of Olivia DeHaviland and the third of Joan Blondell, all movie actresses. They were clear and pleasing, mounted in black and white and lacking nothing in detail to distract the eye. Next came the front page of a Philadelphia newspaper. The streamer headline and the lesser headlines were easily readable, but the type was not. Then a hand brought forth first a package of Camel cigarettes and then a watch, practically actual size, and their clarity even to the point of reading the inscriptions called forth easy visions of how television eventually will be used for trade mark, package and commodity demonstrations.

### Girls and Commentator

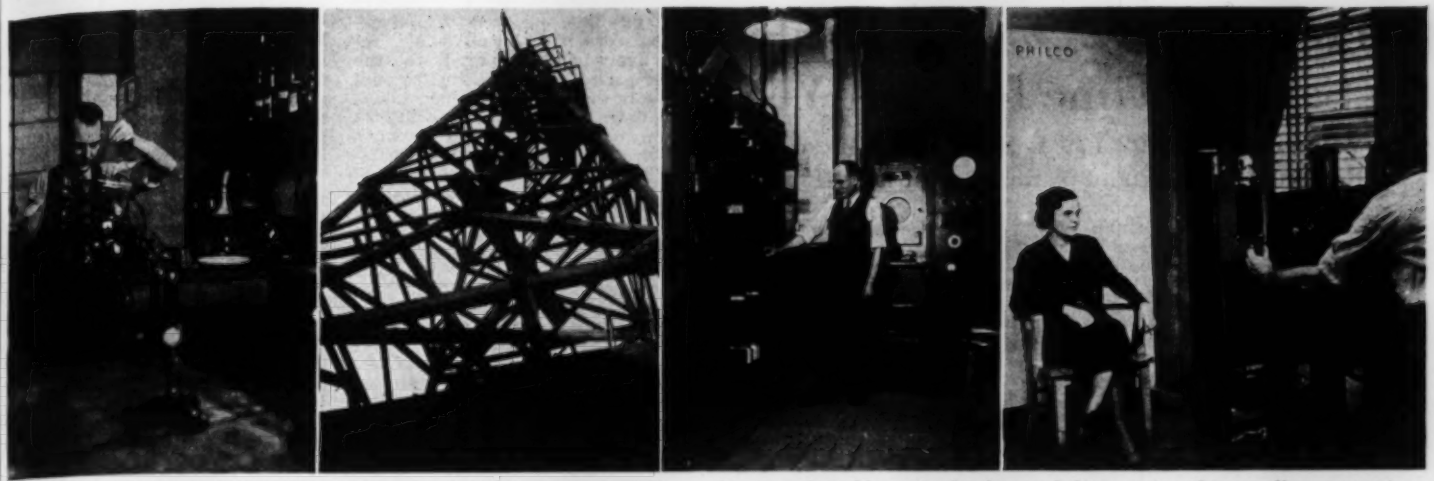
THE moving images started with two girls from the Philco plant, both obvious brunettes, one singing a classical number and the other a popular song. Every detail of their features, their grimaces and their dress designs could be seen clearly. When the television camera was drawn away to show them in full length with their piano accompanist, the pictures were still clear but it might not be so easy to recognize the persons if you met them on the street later. Detail was lost as the camera took in wider ranges.

Next, the Philco announcer introduced Boake Carter, seen sitting at a desk and heard reading the script of one of his broadcasts. Mr. Carter's features were similarly clear; but when he bent his head forward to read his manuscript, some slight distortion was evident, indicating how the future radio speaker will be at a loss before a television camera unless he memorizes his script. Mr. Carter took up a telephone, called the Grimditch home and for 10 minutes or more conversed with various persons at the viewing end. The sound synchronization was always perfect.

A 15-minute Grantland Rice sportsreel of motion pictures, run off through a special projecting machine at the transmitting end, was the next demonstration. The subject, jungle and underwater



THE TELEVISION RECEIVER—At left is the console cabinet for sight and sound reception, showing the mirrored cathode-ray screen in vertical position. At right is a rear view of this experimental model of a television receiver, showing the highly complex structure with its 36 tubes. The cathode-ray projecting tube, in which bombardments of electrons "paint" the picture in black and white on the screen, is pear-shaped and stands upright within the shielding at the top. Its oval end is 12 inches in diameter, on which 9½ x 7½ in. pictures are framed.




AT PHILCO'S LABORATORIES—At extreme left, Engineer Carl Shumann is working on the "electric eye" tube employed in the television pickup camera. The next picture shows the wooden antenna tower atop Philco's plant in Philadelphia, about 200 feet above ground level, from which the light-to-electricity impulses are broadcast simultaneously with synchronized sound; this tower was struck by lightning recently, causing a serious blowout of tubes and damage to other sending apparatus. The third picture shows the television and sound control panels at the transmitter; note the oval monitor tube back of the control man, who watches the images surmounted thereon to see that they are properly focused just as a broadcast control engineer watches his pointers. The picture at extreme right shows the studio, with girl being televised.

shots, was poorly selected because much detail was lost and the picture soon became tiresome.

Finally, the camera was pointed out-of-doors on the roof of the Philco plant, where two employes engaged in a boxing exhibition followed by an employe quartet singing popular songs. These were full-length shots. The action was clear, but the facial expressions were not. Again was shown the loss of detail suffered when the camera is moved farther away from the televised subjects.

The best viewing could be done when seated directly in front of the cathode-ray screen not more than six feet away. Whatever the pictures may have lacked in definition, they did not suffer from streak effects such as were seen at the RCA Camden laboratories, caused by ignition interference from passing motor cars a few yards away. The Grimditch home is well out in the open; the receiving antenna surmounted a chimney, and was a crude wooden affair standing not much more than 25 or 30 feet above the ground level.

### Complicated "Works"

COMPARISONS with other television pictures are difficult to make in view of the eight months that have elapsed since the RCA's pictures were seen and the 15 months since Baird's were seen in London. The Philco receiving set, like RCA's, employed a multiplicity of tubes — 36, to be exact. As the pictures accompanying this article reveal, the set's "innards" comprise a veritable maze of circuits and devices.

The Philco pictures, compared in retrospect, are not as large as Baird's but are much clearer than Baird engineers demonstrated even while transmitting over wires. They are only slightly larger than RCA's, which are built up 343 lines per image 30 times per second interlaced to form 60 framings per second. They are just about the same so far as general aspect is concerned but I believe they are not quite as sharply delineated. RCA's pictures, it will be recalled, are seen through a slightly greenish tinge; Philco's

(*Continued on page 55*)

# British Television Experimenter Shows Large Pictures and Claims Movie Size

USING only a filament lamp as a light source, a new television system employing mechanical scanning and reproduction and capable of projecting pictures up to theatre size has been demonstrated in London by the Scophony Co., British radio manufacturers, and has aroused keen interest among technical and other observers. The system was demonstrated to the editor of *Television & Short Wave World*, among others, and he reported enthusiastically on what he saw, which he asserts completely disproves the contention that nothing above 120 lines can be handled mechanically. He intimates also that cathode ray television by no means enjoys sole sway, predicting "Scophony is going to play a large part in the world of commercial television".

"I was actually given a demonstration of a full-length reel from the Jessie Matthews film *First a Girl*, followed by a Mickey Mouse cartoon," he writes. "The picture was shown to me on the so-called Junior Receiver, which is actually in the nature of a control receiver, constructed for checking up the transmitter and amplifier equipment. The size of the picture on this Junior Receiver is 10 x 8 inches. The picture left nothing to be desired in quality. There was real entertainment value in it. The definition was remarkably good, and the lines, which are sometimes evident in the case of the cathode ray tube, were beautifully blended one into the other on the Scophony receiver; in fact, one had to be within a few inches of the screen to observe that there were any lines whatever. The standard was 240 lines, 25 pictures per second.

### Movie Size Images

"THERE is no difficulty in the case of the Scophony receiver in switching over from this standard to 405 lines interlaced, or vice versa, and actually the commercial Home Receiver has been designed to handle easily both standards.

* * *

"It was even a greater and most pleasant surprise for me to be given by the Scophony engineers an opportunity of seeing the first experimental results—actually only one or two days old—of a picture on the so-called Medium-screen Receiver. The size of the picture was 5 x 4 feet, again of the standard 240 lines, 25 pictures per second. The receiver was still in the process of being adjusted and tuned up, but even so the results on the screen were simply astonishing. The brilliance was more than adequate.

"This type of receiver uses all the basic features of the Scophony system, evolved for dealing with the present type of transmission as adopted by the BBC. [The BBC, under orders of a Parliamentary committee, is this summer introducing a combination of the EMI and Baird cathode ray transmitting and receiving systems.] There are the split-focus, the beam converter and the light control. This type of receiver is intended for demonstration in public halls, big stores, schools and the like. An arc is the only light source."

The Home Receiver, the observer continues, using a filament lamp as light source, showed a 16 x 12 inch picture on its first laboratory model, while another larger device than the Medium-screen Receiver is being built intended for a picture 13 x 10 feet.

"From what I was able to examine in the case of the Medium-screen Receiver," the editor of the British periodical adds, "I see no reason why a good picture, with adequate illumination, should not be achieved by Scophony in the near future for presentation in large cinemas. My previous remarks about the unique achievement of the Medium-screen Receiver would, of course, apply with even greater force to the large screen receiver."

## Bowes Moves Staff

PREPARING for his CBS series under Chrysler sponsorship, Major Edward Bowes, impresario of the *Amateur Hour*, on Aug. 15 will move his large radio staff into elaborate new quarters in the former Hammerstein Theater Bldg., currently known as the Manhattan, at 52nd & Broadway, New York. The theater itself is being converted into a modern Radio Playhouse by CBS for the Bowes and other audience shows. Major Bowes starts on 90 CBS stations Sept. 17, Thursdays, 9-10 p. m. (EDST).

PHILCO'S TELEVISION CREW — Left to right: S. F. Essig, W. N. Parker, A. F. Murray (chief television engineer), F. J. Bingley, P. J. Konkle, H. Branson and U. S. Bean. Note the television camera in the center, heart of the Philco visual broadcasting system.

# Increase of 12½% Is Recorded In Sales of Time for Half Year

## Volume of $51,802,179 Is Shown for Six Months; Regional Network and National Spot Lead Field

RADIO advertising volume continued its march to higher levels during the first six months of the current year, according to statistics compiled for the NAB by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce of the University of Pennsylvania. Total gross time sales of the medium during the period exceeded those of the first half of 1935 by 12.7% and amounted to $50,802,179.

Radio continued to lead the major media in rate of increase, national magazine volume during the same period having gained but 10% and newspaper lineage 8.3%. Only national farm paper advertising surpassed radio in relative rate of growth, increasing 25.3% over the corresponding period of the preceding year.

### Regional and Spot Lead

REGIONAL network and national spot advertising continued to lead the radio field. Regional network volume exceeded the 1935 level for the first six months of the year by 38%, while national spot business experienced a gain of 34.1%. National network volume rose 7.9% and local broadcast advertising 5.5%.

Advertising volume for various portions of the medium during the first half of the current year were as follows:

| | |
|---|---|
| National networks | $28,181,976 |
| Regional networks | 644,473 |
| National non-network | 11,527,860 |
| Local | 10,447,870 |
| Total | $50,802,179 |

In the field of non-network advertising local station volume continued to show the greatest rate of increase, exceeding the 1935 level by 34.5%. Clear channel and high powered regional station volume increased 16% and regional station non-network advertising rose 21.6%. Non-network volume in the South and Mid-West continued to show the greatest gains over the preceding year.

The outstanding development in the rendition field was the marked strength shown by electrical transcriptions during the period under review. Total transcription business registered an increase of 50.4% over the corresponding months of 1935. National transcription volume gained 52.3% while local volume rose 41.8%. Local volume has made a consistently strong showing since the development of transcription libraries.

In spite of the increase in the transcription business, live talent programs continued to feature strongly. National live talent volume continued its upward trend and showed a gain of 37.2% over the corresponding period of last year. Local live talent business increased 8.3%.

Of particular interest was the decline in announcement volume, when contrasted to the development of sponsored program business. In the national field announcements declined 11.2% as against the first half of 1935, while in the local field a decrease of 5.8% occurred. This tendency has been a consistent one throughout the entire six-month period and seems to indicate a definite trend toward programs as against mere announcements.

### Auto Volume Again Leads

THE outstanding development in the field of radio advertising sponsorship was the strong showing of the automotive industry. National network automotive advertising during the first six months of the current year exceeded the 1935 level by 28.6%.

The greatest gain in automotive volume, however, occurred in the national spot field, where an increase of 106% was experienced. Local automotive advertising rose 47.3%.

Regional network and national spot gasoline and accessory advertising rose 47.3% and 34.4% respectively as compared to the same period of last year. Regional network drug volume gained 88.3% and national spot business 21.1%. As a result of national network policies regarding drug advertising, volume in this field declined 29.1%. Local drug volume dropped off by 34.2% from the 1935 level.

National network and regional network beverage advertising rose materially, as did food advertising on all portions of the medium except national networks, where a 2% decrease was experienced. Marked gains occurred in national spot radio set and tobacco advertising. Retail store advertising gained 7.7%.

June advertising volume figures, released at the same time as the six months report, indicated that 1936 had succeeded in breaking the summer slump to a greater extent than any previous year. The decline in June from May levels during the current year was but 7.3% as compared to 12.7% in 1935 and to 21.6% in 1934. Trends in June were largely the same as those exhibited for the six month period as a whole.

# Disparities in NAB and Census Data On Sale of Broadcast Time Explained

PUZZLING disparities between the 1935 broadcast advertising figures prepared by the U. S. Bureau of the Census [BROADCASTING, Aug. 1] and by the National Association of Broadcasters in its own industry survey are partially clarified in an analysis made Aug. 6 by Dr. Herman S. Hettinger, University of Pennsylvania economist and NAB research specialist who directs the NAB monthly business index.

Compiled in response to numerous requests from within the industry, the Hettinger comparisons bring out that the greatest discrepancy between the government and industry figures occurs with respect to local and national spot business. NAB estimates were $17,063,688 in 1935 for *total* national spot and $19,281,735 for local. The Census report of *net* sales showed $13,805,200 for national spot and $26,974,676 for local. Dr. Hettinger claims the NAB figures are closer to accuracy for various reasons which he outlines.

Dr. Hettinger emphasized that his reports are projected from monthly figures on individual accounts received from a 40% sample of the industry's station volume, whereas the Census report was based on annual figures. Moreover, he declared, annual station estimates may tend to inflate the local rather than the national figures. The unusual thing is that the NAB estimates for non-network business were lower than the census returns.

### Figures Being Revised

THE Census Bureau's report, made public July 21, is in the nature of a "preliminary" report, it is emphasized, and is subject to revision when the final figures are released, probably within the next few months. Further analysis may tend to reconcile some of the present disparities. While the Census total of approximately $86,500,000 for the industry may not be revised, it is entirely possible that the categorical breakdowns will be subject to change.

### Comparison of Totals

THE NAB statement follows in full text:

"The gross time sales for the medium in 1935, as given by the NAB was $87,523,848. The gross revenues, as given by the U. S. Bureau of the Census, were $86,492,653.

"Actually, the correspondence between the two figures is not as great as this indicates, nor should it be. The Census figure includes $6,875,110 revenues from the sale of talent and miscellaneous sources. Deducting this figure leaves $79,617,543 as the revenue from the sale of time. The Census figure is therefore 9% lower than the NAB figure.

"This lack of correspondence is explainable by the fact that the two sets of figures are collected on a different base. The Census figures represent net sales. In this instance, discounts arising out of the length of the broadcast series contracted for and similar promotional discounts are subtracted from gross billings, though agency commissions, considered a sales expense, are not deducted. The NAB figures represent gross billings, i.e., all time sold billed at the one time rate. Because of its simplicity, this latter method has been the customary form of stating advertising volume by media.

"Available data make possible a comparison of the NAB and the Census estimates with regard to national and regional advertisers.

"The NAB report of national and regional network gross billings for 1935 showed a total of $51,178,425. This figure was not the result of sampling, but constituted a complete report of the networks in question.

"The Census report for national and regional network net time sales for the same year was $39,737,867. Thus it was revealed that there were discounts of 22.4% to be deducted from gross billings of networks before net sales were arrived at.

"Discounts in the national non-network or national spot field are generally similar to those applicable in the network field. It is probable that the shorter series of broadcasts utilized by the smaller regional advertisers may reduce the average discount slightly. Assuming the existence of discounts of between 20% and 22.4% in the national non-network field, it is possible to calculate estimated gross billings on the basis of the $13,805,200 volume of this type of business reported by the Census. Such a calculation reveals estimated gross billings of between $17,256,000 and $17,802,000. Both of these figures are slightly higher, but extremely close to the reported figure of the NAB for 1935, that of $17,063,688. This seems to confirm once more both the general accuracy and the conservatism of the NAB statistics.

### National-Local Business

"THE most important discrepancy between the two sets of figures is with regard to the proportion of total business represented by national and regional non-network advertisers and local broadcast advertisers. According to the NAB estimates national non-network volume accounted for $17,063,688 in 1935 and local broadcast advertising for $19,281,735. These two figures are approximately equal.

"In the case of the Census report of net sales, national non-network volume is $13,805,200 (this has been reconciled to the NAB estimates in the preceding paragraphs), while local broadcast advertising is given as $26,074,676.

"Two problems present themselves at this point. The first, already alluded to, is the discrepancy in the two reports as to the proportion of non-network business represented by national and local advertisers. The second discrepancy is the fact that the combined national and local non-network *net sales* of the Census report are greater than the NAB *gross billings* by $3,534,163.

### Obtaining Accuracy

"TURNING to the first problem, that of the relative proportion of national and regional business and of local business comprising the non-network total for the medium: It is probable in this instance that the NAB figures are closer to the actual situation than are those of the U. S. Census. This is true for the following reasons: The Census estimates are the result of the reports of the various stations to the Bureau of the Census. The division of business into national and regional on the one hand and local on the other is certain to be an extremely rough estimate on the part of the great majority of stations. Studies leading to the development of standard cost accounting for radio stations, conducted in 1934, indicated only the roughest separation of business along national and local lines by stations.

"In addition, it is quite probable that station estimates tend to inflate the local rather than the national figure. Where national advertisers and local agencies combine, and where such combined advertising is carried at the local

(*Continued on page 46*)

# ALL EYES ON KANSAS

"Yellow Gold" — that's what the farmers of Kansas call wheat. This year there are 134,000,000 bushels—a bumper crop—worth approximately $134,000,000.

In addition, there will be millions of dollars flowing into Kansas from corn, oats, barley, potatoes and from hogs and cattle. Real wealth in cash.

Kansas has the money again to enrich every line of manufacture. The greatest all-round rich farm and stock country in the world is NOW LOOKING FOR THINGS TO BUY. WREN will tell your sales story in the farmers' own language at the lowest advertising cost—STARTING NOW!

# ALL EARS ON WREN

CENTRALLY LOCATED to serve Kansas City, Topeka, St. Joseph, and all surrounding cities and farm communities, WREN combines the BIGGEST RURAL and METROPOLITAN AUDIENCE in the middle west. If you want to sell to those wheat dollars, advertise over WREN.

WREN Transmitter - 19 Miles from Kansas City

# Political Parties Booking Time For Busy Broadcast Campaigns

## Democrats Buy Pre-Farm & Home Hour Period Twice Weekly; Goodyear Signs Literary Digest Poll

RADIO divisions of the political parties were marking time during the last fortnight, still gearing their organizations for the bigger broadcasting campaigns to come between now and the presidential elections in November and apparently sitting tight until the speaking plans of their candidates are more definitely formulated.

All sorts of fantastic stories and rumors were going the rounds regarding the time-buying plans of the parties, including one story that Roosevelt and Landon may be sponsored in network series by a big automobile manufacturer — a story that met instant denial at Republican and Democratic headquarters. When these candidates make political speeches, whether on a scheduled or sporadic basis, their time will be bought and paid for only by their national committees.

Aside from the Democrats' eleventh hour switch from the Mutual Network to CBS early in August for their *Happy Days* series, and the Republicans' continued sponsorship of the William Hard periods on NBC-Blue network five nights weekly under the new title of *News for Voters* [BROADCASTING, Aug. 1], political broadcasting activity on the part of the major parties was relatively quiescent during the last two weeks.

### Digest Poll Sponsor Sought

THE PARTY radio chieftains were still planning to buy "one-time shots" for their big guns for the most part and, while considering plans for widespread use of transcriptions and spots, had entered into no definite contracts beyond buying local time for G.O.P. Chairman Hamilton's current Western speaking tour [BROADCASTING, Aug. 1]. The next big Democratic hookup is scheduled for Aug. 19, 8:30-9 p. m. (EDST) when, keyed from CKLW, Detroit-Windsor, Chairman Farley is to speak over 10 or more Mutual Network stations. The Democrats have also reserved the 10:15-11:15 p. m. (EDST) on a 45-station CBS network Aug. 21 for a pro-New Deal symposium by four businessmen. This program will be heard from 10:45-11:15 p. m. (EDST) and was placed through Loomis & Hall Inc., Miami agency.

NBC on Aug. 13 signed Goodyear Tire & Rubber Co., Akron, to sponsor the *Literary Digest* presidential poll on a nationwide Blue network, tentatively scheduled to start Sept. 2 and to be heard Mondays, Wednesdays and Fridays, 7:15-7:30 p. m. (EDST). Arthur Kudner Inc., New York, is the agency.

The only other new orders for time on the networks came through from the Communist Party of America which, taking advantage of the "equal opportunity" clause of the radio law, has budgeted itself for $60,000 worth of radio time and has already purchased the following periods: Aug. 28, 10:15-10:30 p. m. on NBC-Red; Sept. 7, 10:15-10:30 p. m. on NBC-Blue; Sept. 21, 10:45-11 p. m. on NBC-Red; Oct. 2 and 9, 10:45-11 p. m. on NBC-Blue; Oct. 23 and 30, 10:45-11 p. m. on NBC-Red, and Nov. 2, 10:45-11 p. m. on NBC-Blue, all EST.

In addition, the New York district of the Communist Party on Sept. 7 and Oct. 5, 12, 19, 26 will use a special state hookup comprising WEAF, WGY, WBEN, WSYR, WHAM. Candidates Browder and Ford are now on a speaking tour of 85 cities, where it is expected time will be bought locally where possible. Their talks are being recorded for later placement on local stations. Alexander Thractenberg is campaign manager and also handles radio.

Unable to clear time on the Mutual Network and supplements, which had a definite order for the series starting Aug. 4, the Democrats on Aug. 5 shifted their *Happy Days* series, heard thereafter on Tuesdays, 10:45-11 p. m. (EDST), to a network of 45 CBS stations, including the Don Lee group. The account is scheduled to run 13 weeks and was placed through U. S. Advertising Corp., New York. Tentative plans now are to buy 15 minutes additional per week until the elections on a hookup of MBS that will comprise 30 stations if time can be cleared and an adequate lineup of stations procured.

The Democrats, in addition, have arranged with NBC to buy the 15-minute periods Tuesdays and Thursdays, preceding the *Farm & Home Hour* on the NBC-Blue network, to be handled by Mrs. Cur-

(*Continued on page 51*)

### Youngest of All!

KNX, Hollywood, claims the youngest regular announcer in Jackie Kay, 2½-year-old daughter of Jack Kay, master of ceremonies of the Breakfast Club. KNX puts it this way: "This curly-headed, dimpled bit of pep puts real professional punch behind her commercials, her salesmanship stacks up with the best of them and her enthusiasm is undeniable."

## Princess Pat on ABC; New NBC Series Signed

PRINCESS PAT Ltd., Chicago (cosmetics) this month is launching a spot series and new network program. The spot campaign consisting of 18 half-hour transcriptions, started Aug. 14 on 17 Affiliated Broadcasting Co. stations and is booked for 6:30-7 p. m. (CST). Stations are KFIZ, WBOW, WCLO, WCLS, WEOA, WHBF, WHBL, WHBY, WIL, WKBB, WKBH, WOMT, WRJN, WROK, WTAX, WTRC, WWAE.

A new program replacing its *Tale of Today*, which signs off a special NBC network Aug. 23, will be started Aug. 30, using the same 6:30-7 p. m. period. The network consists of WEAF, NBC-Red key, and a split Blue list of WMAL, KDKA, WTAM, WMAQ, WGY. New basic Red stations are to be added as they become available, it is understood. Talent for the new program has not yet been selected. McJunkin Adv. Co. is agency.

JIMMIE WALLINGTON, radio announcer, and Betty Jane Cooper, actress, were married Aug. 12 in Grosse Pointe, Mich.

WILBUR STARK, formerly of Friend-Weiner Adv. Co., New York, on Aug. 13, joined the sales staff of WMCA, New York.

## A & P Cancels Gypsies After 12 Years on Air

GREAT ATLANTIC & PACIFIC TEA Co., New York (chain grocer) has notified NBC it will discontinue the *A & P Gypsies* on an NBC-Red network, Mondays 9-9:30 p. m., after the Sept. 7 broadcast. The program is NBC's oldest commercial, having come from WEAF when the network was organized in 1936. It has always featured Harry Horlick's orchestra and has been on the air, either locally in New York or on an NBC network, for 12 years. A & P is not expected to cancel its Thursday night CBS hour program with Kate Smith, scheduled to get under way Sept. 13, though it has been slashing its advertising considerably during the last month due to the recent Robinson-Patman Act of Congress restricting chain store activities. Paris & Peart, New York, handles the A & P account.

## Gravy Master Extending

DRYDEN & PALMER Inc., Long Island City, N. Y. (Gravy Master), is extending its spot campaign throughout the East and Midwest. Utilizing Yankee Network, WOR and other Eastern stations during the last four months, distribution and sale of Gravy Master, a gravy making preparation, has been so marked that radio is being contemplated in various other markets on a long-term basis. Women's participation periods are being particularly considered. Recently E. K. North, executive of Dryden & Palmer, was in Chicago looking over women's programs on local stations. At time of this writing the Chicago outlet had not yet been selected. Gravy Master is a new product and is using A & P Stores as an opening wedge for distribution. Samuel C. Croot Co., New York City, is the agency.

## Oyster Shell Spots

OYSTER SHELL PRODUCTS Co., New York (poultry grit), is selecting a list of about 20 stations for an announcement campaign in the East and Midwest during the autumn. Husband & Thomas Inc., New York, is agency.

# Transfer of KOMA and WACO To Hearst Radio Is Approved

TRANSFER of the remaining two stations of the four of the Southwest Broadcasting System group purchased by Hearst Radio Inc. last spring for approximately $350,000 was approved Aug. 13 by the FCC Broadcast Division at a special meeting. The sales approved were those of KOMA, Oklahoma City, for approximately $75,000, and of WACO, Waco, Tex., for $50,000.

On May 4 the Division had approved the sales of KTSA, San Antonio regional, and KNOW, Austin local, at $180,000 and $50,000 respectively. The fifth station of the former Southwest-owned group is KTAT, Fort Worth, sold by Southwest to Raymond Buck, Fort Worth attorney, subject to FCC approval. This transfer likewise was approved at the Aug. 13 meeting, the FCC reconsidering its former actions setting them for hearing, on its own motion.

With approval of the additional assignments to Hearst Radio, the number of stations owned by the newspaper organization was increased to 10. Previously, the FCC had set the assignment applications, along with that of KTAT, for a hearing presumably to have been held this fall.

### Sold in the Spring

ARRANGEMENTS to sell the Southwest-owned stations were made last March by A. P. Barrett, of Fort Worth, principal owner of the stations, with Elliott Roosevelt, son of the President, at that time vice president of Southwest and later named vice president of Hearst Radio with headquarters in Fort Worth. Associated with Mr. Roosevelt in these negotiations was William P. Day, executive vice president of Lambert & Feasley Inc., New York advertising agency.

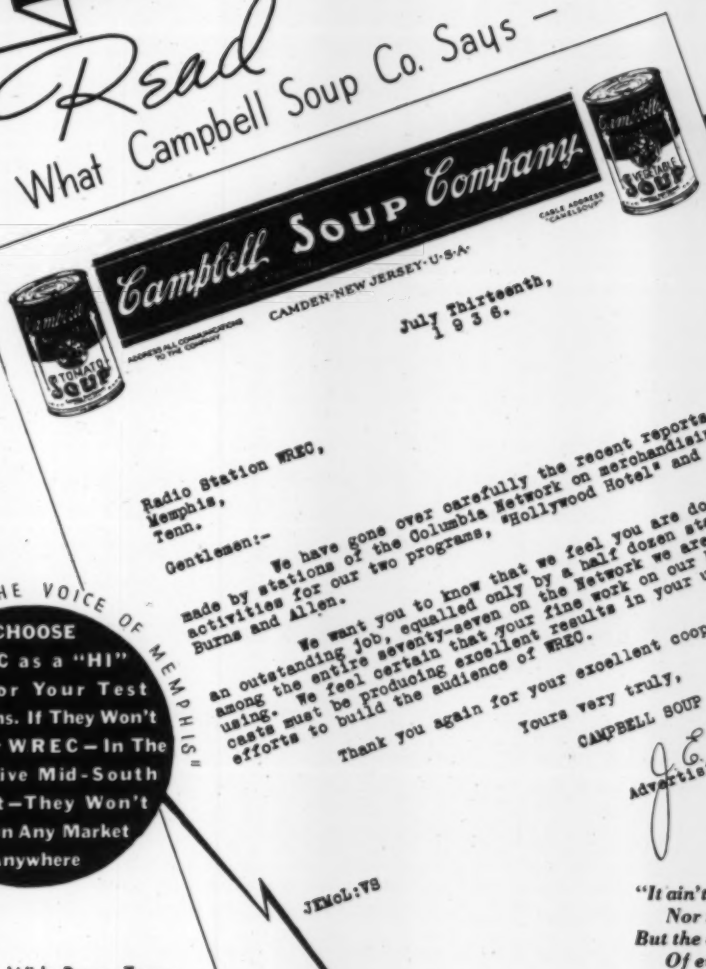
The two new stations which Hearst acquires are CBS outlets. KOMA operates on 1480 kc., a high-power regional channel, with 5,000 watts. WACO is assigned to the local channel of 1420 kc., with 100 watts. No announcement has been made by Hearst Radio Inc. regarding personnel, but it is assumed that these stations also will be under the regional direction of Mr. Roosevelt.

KTAT operates on 1240 kc. with 1,000 watts and does not have a national network affiliation. Mr. Buck is counsel for American Airlines Inc., the head of which is E. L. Cord, owner of KFAC, Los Angeles.

The 10 stations now owned by Hearst are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco; KEHE, Los Angeles, and the Southwest stations—KTSA, KNOW, KOMA, WACO. In addition however, there is now pending before the District of Columbia courts a suit brought by Hearst Radio for special performance of the contract under which it had agreed to purchase WMAL, Washington, from the estate of the late M. A. Leese. The station now is operated under lease by NBC as a Blue outlet. Hearst Radio agreed to pay $285,000 for the station, but the heirs of the estate subsequently refused to deliver.

# WREC "OUTSTANDING" AMONG 77 NETWORK STATIONS

Read What Campbell Soup Co. Says —



Campbell Soup Company

CAMDEN·NEW JERSEY·U·S·A·

July Thirteenth, 1936.

Radio Station WREC,
Memphis,
Tenn.

Gentlemen:-

We have gone over carefully the recent reports made by stations of the Columbia Network on merchandising activities for our two programs, "Hollywood Hotel" and Burns and Allen.

We want you to know that we feel you are doing an outstanding job, equalled only by a half dozen stations among the entire seventy-seven on the Network we are now using. We feel certain that your fine work on our broadcasts must be producing excellent results in your unceasing efforts to build the audience of WREC.

Thank you again for your excellent cooperation.

Yours very truly,
CAMPBELL SOUP COMPANY,
J. E. McLaughlin
Advertising Department.

JEMcL:VS

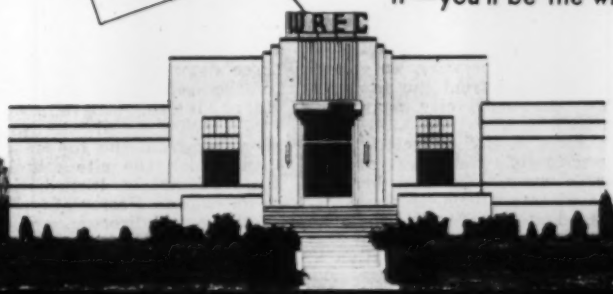
"THE VOICE OF MEMPHIS"

**CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC — In The Responsive Mid-South Market — They Won't Work in Any Market Anywhere**

*"It ain't the individual*
*Nor the army as a whole,*
*But the everlasting teamwork*
*Of every bloomin' soul."*

Wide-Range Transmission. Memphis' Most Modern Broadcasting Plant — 5,000 Watts Power.

Place your next campaign with WREC, and . . . "every bloomin' soul" will go to work for you. Try it—you'll be the winner.




NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

# WREC

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

**A PLUS VALUE FOR ADVERTISERS . . . AT NO INCREASE IN RATES**

# Main Street of the Air Counts Noses

## Dr. W. B. Caldwell Inc. Obtains a Good Idea How Many Listen-in on 'Monticello Party Line' Disc Series

**FOR a little choice chit-chat about the folkses, just turn the dial gently so no one will know that you're overhearing the traffic on Monticello's party line. You'll probably find yourself doing what counted thousands of others are doing—at least some of them have been counted. And that's why Dr. W. B. Caldwell Inc. is really crashing into radio in a big way this autumn and is tripling the list of stations for its popular transcription series.**

By C. E. YOUNG

JUST about a year ago Dr. W. B. Caldwell Inc., Monticello, Ill. (syrup of pepsin), a unit of Sterling Products, introduced its *Monticello Party Line* on a group of Midwestern stations via Columbia Phonograph Co. transcriptions.

It was Sept. 20, to be exact, and was launched following the usual summer layoff by a sponsor that had been satisfied to spend about 12½% of its advertising appropriation for radio.

This autumn the station schedule's going to be different. Not so the program, however, for it has captured thousands of faithful followers in its present area. Some of the thousands have been counted, so Dr. W. B. Caldwell Inc. will spend 75% of its appropriation for radio this season, six times the ratio of not so many months ago. The number of stations used during the fall and winter will triple the present list.

### And Do They Listen!

BUT boasts that the mail from this transcription program exceeds, in many cases, the response to nearly every other program of any sort, including live talent drama and the most generally accepted offerings of music, orchestral or vocal, pale almost to insignificance beside, for instance, the avalanche of silver wedding presents sent to Clem & Aggie Tuttle, two of the characters, on the occasion of the silver anniversary of their marriage, which was June 30. These gifts adorn and surround a table back of the desk of Maxwell R. Hott, vice president and a chief motive power of the Caldwell plant at Monticello.

The mail has been in response to occasional premium and sample offers, aside from hundreds of voluntary letters received daily at the plant. At the close of the first six weeks of the broadcast, the giveaway of samples totaled 57,750. At the end of the first 18 weeks the company was prepared for a distribution of 80,000 samples as the result of a three-day offer, but actually disposed of 192,650 samples. Later in the series an offer of flower seeds brought calls for 52,600 packets. This offer was made the first time at the very end of the show—even after the closing commercial.

The quarter-hour program is broadcast five mornings a week. It has remained on the air throughout the summer, of course, for the first time in its broadcasting history.

Caldwell still uses the same type of program with which it started. It still uses the same morning period. It still uses the same cast of characters. Its continuities are still being written by Sandra Michael, of Chicago, who wrote the first episode.

WHAS, Louisville; WHO, Des Moines; KVOO, Tulsa; WIBW, Topeka and WJJD, Chicago, are typical of the big list of stations it has been using from the start and will continue to use. Cramer-Krasselt Co., Milwaukee, Wis., is the agency.

### Country Gossip

AS THE name suggests, the story is a series of episodes which have to do with the every day experiences and conversations on a typical rural party telephone line. The author has made the story the "Main Street" of the air and has so firmly implanted the characters and personalities of the members of the cast in the minds of the listeners that the fan mail is addressed to them in the names that they bear in the dramatized version of real life in the typical small town of Monticello, which, by the way, is a real Illinois town, having a population of 2,000. Radio has really put Monticello on the map.

In fact, the sponsors themselves never use the real names of the Chicago actors and actresses who play the parts when they have occasion to mention them in the publicity concerning the program, nor are real names used in personal conversation about the show, either in the plant or out of it. The author has not felt the necessity of mixing in any made-to-order melodrama nor unduly to stress comedy.

Three times the sponsors have conducted the simple "carton top" tests to find out, direct from the fans, just "how they're doin' " with the program and report that the results have shown bigger listening audiences each time, and in many cases actually have set all-time records. As a result of only three announcements for a cook book giveaway, for instance, WHO, Des Moines, reported receiving 34,217 letters.

The autumn episodes of *Monticello Party Line* are now being transcribed in the Chicago studios of Columbia Phonograph Co.

**MONTICELLO CAST — On the floor, Paul Parker and Jimmy Miller. Standing, left to right, Sarah Peters; Clem Tuttle; Ken Griffin, announcer; Aggie Tuttle; Laurie Ellis, telephone operator; John Wintergreen.**

# Le Quatte Defends Standards of Radio

### Points to American Programs' Superiority Over British

"RADIO copy censorship is just as rigid as is that of the other forms of advertising media. Having started with that idea, they need not reform as was necessary with some of the others."

H. B. Le Quatte, president of the Advertising Club of New York, paid this tribute to radio in a recent interview over WNYC, New York, in which John Black, author and assistant editor of *Textile World*, questioned him on broadcast advertising.

Asked by Mr. Black if he thought the United States ever would eliminate advertising from the air, as the British have done, Mr. Le Quatte replied with a definite "No!" and invited listeners to make the comparison themselves by tuning in British programs. He reminded that British pay a $2 annual set tax and stated that the American plan seems more sound to him.

### Feature of Radio

HE SAID that the important thought in commercial program material is to keep in mind that the listener "wants a program and not a sales talk." Queried on the future of radio advertising, he suggested that the medium is primarily "reminder" advertising and that the trend will be "less thought of the manufacturer and more of the listener."

The effect of advertising on prices, said Mr. Le Quatte, is to swell demand, which swells production, and that in turn reduces cost of production. Besides, he reminded, advertising speeds up turnover and produces lower selling cost, the combined processes resulting in savings to the consumer.

# PREHISTORIC CITY REVEALED

## WOW Broadcasts From Ruins of Ancient Habitation And Reveals Mysteries of Indian Lore

WOW, Omaha, recently originated for NBC-Red network an educational program from the site of a prehistoric buried city near Lincoln, Neb.

Dr. Earl H. Bell, director of the University of Nebraska archeological survey, who had brought to his attention evidences indicating the existence of unusually large deposits of prehistoric Indian culture on the hills north of Lynch, Neb., discovered it to be the largest find of its kind in the history of the United States. Buried beneath from three to 12 feet of soil Dr. Bell discovered the broken pottery, bone and other evidences of a long dead civilization showing a city three miles long and a half-mile wide.

Telephone men from a small village worked day and night for three days bringing special wires to the scene of the broadcast. Harry Burke, program manager of WOW, opened the program, speaking from the top of the hill upon which the site was located. He immediately turned the program over to Foster May, WOW's special event director, who gave a graphic description of the surrounding country and the find itself. Carrying the microphone on a thousand foot extension cord, Mr. May accompanied Dr. Bell down the ladder into the diggings. Seated at the bottom of the deepest excavation the two discussed the details of the discovery, interspersing with comment on various relics and artifacts which were actually sticking from the walls near where they were talking. Dr. Bell tentatively estimated the age of the city as from two to four thousand years. Following this Mr. May and Dr. Bell left this excavation and made a short tour through some of the rest of the diggings.

Throughout the entire broadcast Joe Herald, chief control engineer for WOW, had to sit inside a sedan parked on the hilltop under a blazing sun with a temperature of 125 degrees—so hot it almost melted the equipment.

**LONG AGO—This was a city and Foster May (right), WOW special events director, asks Dr. Earl H. Bell, archeologist, about it.**

# *We're Just a Bunch of*
# OLD MAIDS!

Nobody seems to be exactly reticent these days, least of all we of the radio world. And a success story, it seems to us, is always permissible if it contains information that is going to help other people become successful. Yet, what do you find us doing here at WOR? Going around being conservative, that's what we do! Holding down our collective skirt and looking down our nose at the ballyhoo boys. Saying "Maybe" when we ought to be shouting: "You're darn right we CAN!" Whispering: "*A Mr. S. reports that his brief WOR dramatic sketch increased sales 60% without the aid of any other advertising, while plant production was doubled and distribution grew exceedingly well.*" Whispering this, and the fact that there are 1,450,000 families in metropolitan New York alone with incomes that range from $6,000 down, when we should be shouting it from the housetops. But being old maids hasn't hurt us any. What we don't shout, our customers will tell you. They are up to their hips in the largest, most fruitful, most compact single market in the world and they're using that market's pet station to advantage. *You* might, too.

**WOR**

# Radio Is Credited For Boom in Sales Of Record Industry

### Jump of 150% Is Attributed Primarily to Broadcasts

A 150% gain in sales of phonograph records since 1933 is credited mainly to radio by executives of the music merchandising business, according to announcement by NBC. The boom in record sales as a result of broadcasting comes on the heels of a report July 27 by the National Piano Mfg. Assn., which convened in Chicago July 27, that radio deserved main credit for a 300% increase in piano sales during the past year [see BROADCASTING Aug. 1].

Thus radio, once considered the deadly enemy of the recording industry, now becomes its best friend by being primarily responsible for the upturn in sales, which have been jumping upward at a good rate since 1930.

It is pointed out by NBC that radio has not only educated listeners to appreciate music but has created in them a desire to participate to the extent of selecting their own programs and artists.

#### Advertising by Radio

RCA-Victor, one of the largest makers of records, uses radio extensively to advertise discs. At least a fourth of the commercial continuity on the NBC-Blue *Magic Key of RCA* program on 62 stations at 2 p. m. Sundays is devoted to record merchandise. The program is sponsored jointly by RCA Victor and affiliated RCA units. Besides, tieups are made by featuring Victor record artists on the *Magic Key*. Spot announcements also have been used by RCA Victor.

Another tieup for Victor records is capitalization of the Lucky Strike cigarette *Your Hit Parade* sweepstakes programs on NBC and CBS, with their popular contests for selection of popular songs each week. A display hanger listing Lucky Strike hit tunes in order of popularity is published each week. Copies of the hanger are sent to music shops, tobacco jobbers, retailers and even college fraternity and sorority houses "to make the public conscious of the fact that if a musical number is a Lucky Strike hit, it is also a Victor record hit."

Direct mail, newspapers and magazines also are tied into Victor promotion but radio is given major emphasis as "the one medium over which Victor recording artists themselves can be heard, and through which their own recorded selections may be duplicated and introduced to an ever-widening public."

## New Ice Campaign

HURLY G. HURST has been appointed advertising director of the National Ice Advertising Inc., Chicago, and will direct a cooperative national advertising campaign in the interest of natural ice refrigeration. Mr. Hurst has resigned as president of City Ice Co., Kansas City, to take over this new assignment. Radio is contemplated as part of the fall advertising effort which is again being handled by Donahue & Coe Inc., New York. Last season the ice group sponsored *Parties at Pickfair* on CBS.

## Peet Succeeds Dyke

Mr. Peet

ROY W. PEET has been named to succeed Ken Dyke, resigned, as advertising manager of Colgate - Palmolive-Peet Co., Jersey City. Mr. Peet is a grandson of Robert Peet, one of the three brothers who founded the old Peet Bros. Mfg. Co., Kansas City, which merged with the Palmolive Co. and then with Colgate to form the present firm. He has been serving as assistant advertising manager for C-P-P under Mr. Dykes and has been a member of the C-P-P advertising department since 1927.

## NBC Slogan Contest

A CONTEST for a permanent NBC slogan was announced Aug. 4 by the Tenth Anniversary Committee. It is restricted to NBC employes. A total of $300 is being offered for five-word slogans typifying NBC service. First prize will be $100, second $50, third $25, fourth to eleventh $10 and twelfth to twentieth $5. The contest closes Sept. 1. Each entrant may submit a maximum of ten slogans but can receive only one prize. Three members of the Advertising Club of New York will be judges.

## Celovision Disc Plans

PARAMOUNT PERMANENT WAVE Co., San Francisco (Celovision permanent wave), has appointed Dake Adv. Agency Inc., that city, to direct its national advertising. Along with other media, five-minute dramatic transcriptions, being cut by Titan Productions Inc., San Francisco, will be placed on various Western stations in a fall campaign, date of starting to be announced later. Fred W. Rea is the account executive in charge.

## Absolutely Free!

AND still they come—those I'll-give-you-if-you-give-me-but-no-cash-exchanged offers that the broadcasting industry at large so often has resolved against. Newest "give-away" offer is one from Electric-Vox Recording Studios, Los Angeles, proposing that stations carry its recording of Warren Stokes' movie gossip transcription, *Airing the Movies*, which costs stations "nothing at all". Nothing, of course, except that they must carry a five-minute talk on beauty and cosmetics also once a week for an unnamed advertiser. "That's all there is to it," says the covering letter.

## Ridders Seek Station

HAVING recently acquired the *Duluth Herald* and the *Duluth News-Tribune*, J. E. Ridder, president of the Ridder Brothers, publishers of various newspapers, including the *St. Paul Dispatch* and *Pioneer Press*, which own half of WTCN, Minneapolis, has applied through the *Duluth News-Tribune* for a new 250-watt station in that city to operate on 950 kc. The Duluth-Superior area is now served by WEBC, and will shortly have the 100-watt KFFK moved there from Moorhead, Minn., under a recent FCC grant to the interests headed by Dalton LeMasurier. The Ridder brothers have an interest in the St. Paul baseball club of the American Association, and also publish the *New York Journal of Commerce*, *St. Paul Daily News*, *Aberdeen* (S. D.) *American & News*, *Grand Forks* (N. D.) *Herald* and *New York Staats Zeitung & Herald*, German-language newspaper.

BROADCASTING BEACH BLOWOUT — When Mrs. Edythe Fern Melrose, general manager of WJAY, Cleveland threw a beach party at her summer home, practically all of Cleveland's radio executives were there. Invited were members of the Cleveland Media Group, an organization composed of newspaper, radio station, outdoor and car card interests, for the purpose of mutual agreement on recognition of local and sectional advertisers. In photograph (seated, foreground) are: Mrs. Vernon Pribble, Mrs. Gene Carr, and Vernon Pribble, manager WTAM; second row, Dorothy Tuttle, WJAY; Robert S. Stephan, radio editor, *Cleveland Plain Dealer*; John Patt, general manager WGAR; Harold Southard, Bunny Osborn, Mina Kahn, Dave Kahn, WJAY; Mrs. Melrose; Walter Logan, WTAM; Mrs. Hal Metzger. Back row: Jimmie Bettis, Mendel Jones, WJAY; Gene Carr, WGAR; Ray Perkins, radio performer featured in Standard Oil of Ohio's *Stars of the Great Lakes*; Florence Mary Griffin, Griffin Advertising Inc., Cleveland; Tom Lewis, WTAM; Hal Metzger, WTAM, Mrs. John Patt, and Edgar Stern, Hartz Mountain Products Co., New York, spot advertiser.

# Five Stations Quit NAB Membership

### Three Withdrawn by Shepard; WSYR, WGST Also Leave

FIVE stations besides WCAU, Philadelphia, have resigned from the NAB since the annual convention last month, mainly because of dissatisfaction with policies or projects of the trade association.

They are WNAC, Boston, WEAN, Providence and WICC, Bridgeport, three of the four stations owned by John Shepard 3d, Yankee Network president; WSYR, Syracuse, headed by Harry S. Wilder, and WGST, Atlanta, principally owned by Sam Pickard, CBS vice president.

The first NAB defection occurred at the Chicago convention when Isaac D. Levy withdrew WCAU from membership following his speech attacking the administration of James W. Baldwin, managing director. At that time he announced he would form another trade association, but to date nothing along that line has materialized.

#### Opposes Copyright Plan

MR. SHEPARD asserted Aug. 5 that he had withdrawn three of his four stations because he was not in sympathy with the NAB Copyright Bureau project fostered by Mr. Baldwin to create a supply of public domain and other music, and for several other reasons. With one station—WAAB, Boston—remaining in the trade association, he declared he still is a member of the trade association. He emphasized that he was in no way fostering any anti-NAB movement and that he was not interested in the slightest degree in any plan of Mr. Levy to create another trade association.

A largely similar view was taken by Mr. Wilder, in submitting the resignation of WSYR. He said he could not go along with NAB policies and particularly disliked the "network baiting". He declared also that he had no intention of joining any second association such as that outlined by Mr. Levy.

Since the Chicago convention, at which time the NAB membership stood at 407, two new stations have enrolled in trade association ranks. They are WSGN, Birmingham, a former member, and KGFW, Kearney, Neb. The present membership, taking into account the five resignations since the convention, totals 404.

## Won't Sponsor Football

AGAIN announcing its policy of broadcasting collegiate football games without commercial sponsorship, WGN, Chicago, announced Aug. 6 that it has completed a schedule featuring Midwestern games for Saturday afternoons from Oct. 3 to Dec. 5. Manager Quin Ryan will again be at the microphone, with Carl Meyers handling technical details of all remotes, most of the games being carried from outside Chicago. Some of the WGN football broadcasts will be fed to Mutual Network. WGN will carry games from Northwestern, Illinois, Notre Dame, Chicago, Ohio State and Southern California stadiums.

# The New York State Broadcasting System

- **WINS** *New York City*
- **WABY** *Albany*
- **WIBX** *Utica*
- **WMBO** *Auburn*
- **WSAY** *Rochester*
- **WBNY** *Buffalo*

# 6 KEYS

## *to the Richest Market in the World*

Until yesterday there was no such thing as a New York State regional network. Today we offer you the keys to the richest market in the world ...at rates amazingly low.

**TELEPHONE • TELEGRAPH • OR WRITE**

## The New York State Broadcasting System

**114 EAST 58th. STREET, NEW YORK**

**ELDORADO 5-6100**

NATIONAL REPRESENTATIVE HEARST RADIO • NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

# Station Groups Getting Ready For FCC October Hearings

## Clear-Channel, Two Regional and Local Groups Plan Cooperative Cases at Allocation Discussion

DESPITE assurances from the FCC that only evolutionary changes are contemplated and that no widespread reallocation is in view, battle lines are forming for the Oct. 5 "reallocation hearings" before the FCC Broadcast Division. Clear channel, regional and local groups and possibly a fourth group comprising certain regional stations will be represented.

Superpower of 500,000 watts, as fostered by the clear-channel group, along with duplication on clear channels, appear to be the main issues. Both the clear-channel groups and one of the regional groups already have been organized through retention of counsel and engineers, while the local group, represented by National Independent Broadcasters, as BROADCASTING went to press, still was considering counsel and engineering advisors.

### Regional Organization

THE National Association of Regional Broadcasting Stations, formed to present the case of regional stations at the Oct. 5 hearings, completed its preliminary organization at a meeting in New York on Aug. 7. It announced the appointment of Paul D. P. Spearman, former FCC general counsel, as its chief legal counsel and of Dr. Greenleaf Whittier Pickard, consulting engineer of Boston, as chief engineering advisor.

John Shepard 3d, president of the Yankee Network, and chairman of the new regional group, announced the purposes of the organization in a formal statement, setting forth that it favored 5,000-watt night operation on regional channels; is opposed to 500,000-watt clear-channel stations; and favors duplication on clear channels on the theory that the exclusive use of a clear channel by a single station "is an economic waste of potential radio facilities in a large number of cases."

The executive committee of the regional group also filed with the FCC a petition asking 5,000 watts at night, and retention of the status quo insofar as regional assignments are concerned until after the new policy is decided upon. The petition asks that no new stations be licensed on regional frequencies and that no local stations be assigned on them until after the hearing.

Although the Shepard organization declared its membership is open to any station operating on a regional frequency, it was contended by W. C. Alcorn, vice president and general manager of WBNX, New York, that the organization is discriminating against regional stations on the higher frequencies. Mr. Alcorn on Aug. 4 sent a letter to all regional stations in the band 1220 to 1450 kc., setting forth this alleged discrimination and advocating that such stations provide for their "individual representation" at the hearings if their channels and investments are to be protected.

Mr. Shepard had declared that it was not the intention of his group to advocate 5,000 watts on certain designated channels only.

It developed that Mr. Alcorn had been invited to attend the Aug. 7 meeting of executive committee of Mr. Shepard's organization but that he did not see fit to do so in the absence of a "general invitation to all other radio stations". Mr. Shepard informed Mr. Alcorn he did not invite all stations to the meeting since it would have been impossible to effect an organization with several hundred present. As a result Mr. Alcorn made known his intention of proceeding with his plan to have the higher frequency regional stations represented separately.

### Clear-Channel Plans

THE clear-channel group, which has had an organization active for more than a year, already has retained Louis G. Caldwell, Washington radio attorney and the first Radio Commission's general counsel, as its attorney, with the engineering firm of McNary & Chambers as its engineers. The main proposal of this group will be the retention of clear channels for exclusive high-power station operation and opposition to any East-West coast duplication on them, as fostered by the main regional group. The clear-channel stations also will favor a proposal whereby the minimum power on clear channels will be such as to permit 500,000-watt operation. Presumably they will propose that the present maximum power of 50,000 watts be made the minimum power.

There are now pending 12 applications for authority to use 500,000 watts power—equal to that of WLW. Hearings on these applications, however, will be held after the Oct. 5 hearings at a date yet to be set. The applicants are WHO, WHAS, WSM, KFI, WJR, WOR, KNX, WJZ, KDKA, WOAI, WGN and WLW, the latter seeking regular authority in lieu of its present experimental authority. Other applications, mainly from the network key stations in New York and Chicago, are contemplated.

Working with the clear-channel group, in addition to McNary & Chambers, is a technical committee comprising John H. DeWitt, chief engineer of WSM, Carl J. Meyers, chief engineer of WGN, and R. James Rockwell, WLW technical supervisor.

Who the local stations will retain has not yet been determined. Edward A. Allen, president of NIB, and owner of WLVA, Lynchburg, Va., is supervising the plans for representation at the hearings. Many local stations are known to be opposed to super-power operation on the ground that it will tend to undermine their business. It appears certain, too, that the locals will foster a horizontal increase in their night power perhaps to 250 or 500 watts.

In its formal announcement the Shepard regional group said the purpose of the Association is to make a thorough study of the problems confronting the Commission so far as they may affect regional broadcast stations, the statement said:

"The Association is convinced from information which it already has and from facts which are common knowledge that a large number of regional broadcast stations can and should be authorized to operate with 5 kw. or more power at night. Additional authentic data will be assembled and all of this information will be made available to the Commission at the Oct. 5 hearing. The owners of regional stations are convinced that the exclusive use of a clear channel by a single station is an economic waste of potential radio facilities in a large number of cases. Studies have been and will continue to be made to show the facts with respect to the exclusive use of a clear channel by a single radio station to the end that the Commission may be acquainted with all these facts and make the necessary changes in its rules and regulations so that such economic waste may be avoided in the future."

Studies will be conducted, engineering data gathered and evidence presented at the hearings, added the announcement, "to show what would result from the operation of stations with 500 kw. power". Other studies, it said, will include the selectivity of existing radio receivers and the selectivity of those being manufactured with the view to assisting the FCC in revising its separation tables. The general purpose of the organization will be to secure as much information and data as possible for use by the FCC upon consideration of changes in regulations which are to govern the future licensing and operation of stations.

The executive committee of the organization comprises Mr. Shepard, Edgar L. Bill, WMBD, Peoria; Walter J. Damm, WTMJ Milwaukee; John J. Gillin Jr. WOW, Omaha; Herbert L. Pettey, WHN, New York; Hoyt Wooten, WREC, Memphis, and W. J. Scripps, WWJ, Detroit. In addition there are five regional chairmen, one for each of the five radio zones. They are: 1st zone, J. Thomas Lyons, WCAO, Baltimore; 2nd zone, J. H. Ryan, WSPD, Toledo; 3d zone, Henry W. Slavick, WMC, Memphis; 4th zone, Dean Fitzer, WDAF, Kansas City; 5th zone, Harry Maizlish, KFWB, Los Angeles.

Declaring that many questions had been conveyed to the executive committee concerning its functions, the announcement categorically answered them. It said the organization will in no way conflict with the NAB or attempt to "pull away" from it; that its present purpose surrounds the Oct. 5 hearing, since the NAB per se will not participate in the hearings; that the money collected (four times highest quarter-hour rate) is not considered annual dues, but will be used to cover the cost of the Oct. 5 hearing, with any remaining funds following the hearings to be proportionately returned to subscribers "unless at that time it is the general feeling of all members that the organization shall be maintained and continue for some specific reason or reasons affecting regional stations which are not now or may not at the time be within the province of the NAB."

### Group Representation

TO THE question whether it was the intention of the organization to advocate 5,000 watts only on certain designated channels, the announcement said "positively not", but that the aims are to improve radio through the improvement of the facilities of regional stations and an analysis of the possibilities of increased nighttime power for those stations.

In further response to questions, the executive committee said that if stations were to attempt to appear at the hearings individually it would cost them as much individually as it is going to cost them as a group. The weight of the cooperative movement, moreover, it said, would make the presentation more impressive.

"Some presentation on behalf of regional stations must be made because it is known definitely that clear channels will make a presentation in favor of 500 kw. Under the law, if no one else makes any presentation and the Commission decides on 500 kw. there is little recourse except individual opposition to the several applications. In such a case, economic affect, based on past experience, will have little value.

"If as a result of this cooperative moment, the Commission were to find it advisable to make no changes whatsoever, then the stations that had supported it would at least have retained what they have now; however, if no such cooperative appearance is made, it is conceivable that because of the varied activities and influences much might be lost."

Answering the charge that the organization was limited to re-

(Continued on page 40)

**Toy Engine for NBC Transmitter**

A MINIATURE broadcasting station on wheels is mobile unit No. 3, latest addition to technical equipment of NBC in San Francisco. Testing it out are (left to right), Don Thompson, special events producer, Archie Presby, announcer, and George Greaves, field supervisor. Eighteen inductor type microphones can be carried in the unit, and the equipment includes a 15-watt high-frequency transmitter, a new type of amplifier recently designed by NBC engineers, and a nickel-plated telescopic antenna, capable of being extended to meet the requirements of the frequency used. The transmitter will be operated on a small gasoline power engine instead of batteries, thus obviating the necessity of carrying heavy batteries requiring frequent recharge. A one-half horse power engine, small enough to classify as a toy, will supply sufficient power to operate the transmitter.

# Another RADIO STATION FOR THE COMMERCIAL APPEAL

Since 1929 radio listeners of Memphis have followed the finest of sports, news and civic programs from station WNBR. Since its inception, it has enjoyed able and talented directorship and won for itself a place of admiration with thousands of Memphians.

Today WNBR is under the banner of The Commercial Appeal and with expansion plans well under way WNBR is on the road to even greater popularity. In Memphis proper and the adjacent territory, listeners and advertisers are now enjoying a finer than ever service. All programs and advertising time over WNBR will enjoy the merchandising, program news features and support of The Commercial Appeal.—The South's Greatest Newspaper.

As has always been the case with WMC, radio station WNBR will present only the finest of programs and will thus hold a large and responsive listener audience.

For those who want to reach the rich and responsive Memphis market and the nearby territory at a saving rate, WNBR can and will show a good accounting of profitable results.

**WMC**

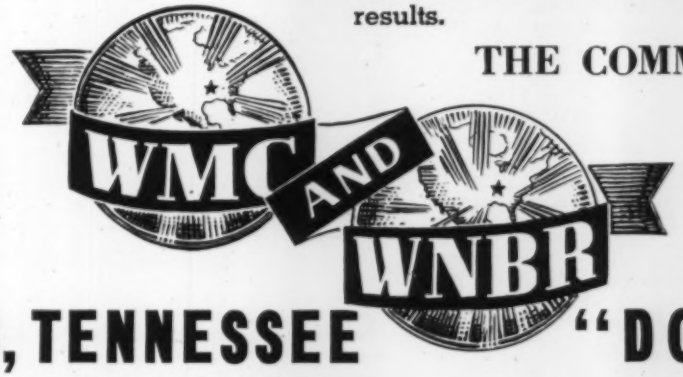
★★ Operating Power 5,000 Watts Days; 1,000 Watts Nights. 780 Kilocycles. 6:45 A. M. to 12 Midnight. Studios, Hotel Gayoso, Memphis, Tennessee.

**WNBR**

★★ Operating Power 1,000 Watts Day; 500 Night. 1430 Kilocycles. 7 A. M. to 11 P. M. —regional channel. Studios, Hotel DeVoy, Memphis, Tennessee.

THE COMMERCIAL APPEAL

JAMES HAMMOND
PUBLISHER




**MEMPHIS, TENNESSEE "DOWN IN DIXIE"**

# Merchandising & Promotion

**Gasoline Dealers Have a Word—A Clip From KMOX—Infant Promoters—Fox Furs—Selling Salmon**

TAPPING the opinion of gasoline dealers in Syracuse, WSYR, that city, learned that radio is overwhelmingly preferred by them as an advertising medium for petroleum products, the preference exceeding all other media combined.

Response to three questions presented to dealers, who did not know who was making the survey, follows:

*1. Which one of the following advertising media have you found best in selling gas and oil advertised?*—Radio 58%; Medium B 29%; Medium C 8%; Medium D 5%.

*2. Which one of these four kinds of advertising do your customers talk about most when buying the gas and oil advertised?*—Radio 61%; Medium B 15%; Medium C 7%; Medium D 2%; no medium 15%.

*3. Which one of the following methods would you use if YOU were planning an advertising campaign on gas?*—Radio 66%; Medium B 28%; Medium C 3%; Medium D 3%.

A hundred questionnaires were distributed proportionately among Shell, Richfield, Esso, Gulf, Purol, Tydol, Socony, Atlantic, Texaco, Sunoco, Cities Service, Amoco and Sinclair dealers, each of these companies using radio in some form. The study covered 48.3% of the filling stations in Syracuse, a city in which most of the stations are independently owned. Survey distribution was 72% to owners or managers; 15% assistant managers; 13% attendants. Of the stations covered 62% were independent, 26% leased from gasoline dealers and 12% operated by gasoline companies.

Dealers were not influenced in any way nor did they know who was making the survey. Bias and suggestion were eliminated from the questionnaires and from the interviews. Syracuse is not a cut-price gasoline market. Over 96% of the homes in the city are radio equipped. Half of the dealers had sets in their stations and 7.32 hours was the average time per day the radios were in use.

* * *

WOAI, San Antonio, set up remote equipment at the opening of a new chain grocery store and at the debut of a new dairy plant, with civic, business and public leaders taking part. Nevelow Brothers, chain tire store, promoted a "bring home the bacon" sale, giving a pound of bacon with every purchase. Announcements were used on WOAI. All about news broadcasts can be learned from *Newcasts*, 28-page promotion piece published by the station.

* * *

ED SIMS, commercial manager of WMFJ, Daytona Beach, Fla., already has landed two new local accounts as a result of a series of broadcasts titled *Your Advertising Counsellor*, which he recently started. Mr. Sims points out merchandising and advertising trends and suggests types of programs suited to certain types of business.

THE Junior American Legion baseball finals for the Southeast, to be played at Charlotte, N. C., on Robbie's field Aug. 19-22 will be broadcast on WBT, under sponsorship of General Mills Inc. for Wheaties. General Mills is sponsoring the series more as a program for boys than as a baseball series. As a merchandising feature, any boy or girl under 17 years of age can see the first two games free by presenting two Wheatie box tops at the gate. General Mills is publicizing the all-southern finals in placing window strips and posters in every store in North and South Carolina.

* * *

OPEN a novel cardboard folder sent out by KMOX, St. Louis, and a photograph of the interior of a movie theatre appears. In the center of the stage is inserted a clip telling about a KMOX program. The promotion piece tells about the "trailer" service of KMOX, by which "trailer" advertisements of two sponsors for two weeks are shown at every performance of the 26 theatres operated by the St. Louis Amusement Co. Some 250,000 persons see the program-reminders every week, it is pointed out.

* * *

BOY and girl announcers deliver the spot announcements of Junge Baking Co., Joplin, Mo., on WMBH. One boy and one girl are used for a week, each reading one announcement a day featuring the slogan "Stay Young With Junge's." Behind the idea are three purposes: Suggest youth-giving vitality in Junge products; show youthful spirit of Junge organization; make pronunciation of the name "Junge" evident to everyone. Junior announcers are introduced by regular WMBH announcers and continuity is written from an adolescent viewpoint.

THE EMPORIUM in San Francisco, one of the largest department stores in the West, to advertise its anniversary sale, staged a series of twice daily quarter hour *Inquiring Radio Reporter* broadcasts on KJBS, that city, for four days, starting July 27. Dean Maddox, as the Inquiring Reporter, with a portable transmitter strapped to his back, wandered through the store questioning bargain-hunters on current topics, facts about the Emporium, current bargains and other subjects of general interest. It is said that this was the first time such a broadcast had ever been used by a Pacific Coast department store for promotional work.

* * *

TO ANNOUNCE the new 5,000-watt transmitter of KLZ, Denver, to its listening area and to promote interest in the dedicatory program featuring the opening of new studios and the inauguration of the transmitter, J. I. Meyerson, KLZ general manager, used 24,000 lines of paid advertising space in newspapers throughout its service range. The list of 121 newspapers carrying the ads, which included all dailies published on the Eastern slope in Colorado outside of Denver, 102 weekly newspapers and the *Denver Rocky Mountain News* is believed by Mr. Meyerson to be the first time a station has ever featured paid promotion of such magnitude.

* * *

I. J. FOX, Boston branch, broadcasting on WEEI, Boston, treats the studio audience to fashion parades after the program is over, with Priscilla Fortescue, WEEI fashion editor, staging the parade. The store remains open until 10:30 the evening of the broadcasts. Instead of giving away tickets, the sponsor merely announces on the program and in the press that everyone is invited to participate by calling at the store.

* * *

LEOPOLD MORSE Co., Boston (clothiers) is giving a pair of $5.50 shoes to the baseball fan who guesses the winners and subsequent scores of the Boston Bees and Boston Red Sox games played on Saturdays. The store is broadcasting on WHDH, Boston.

YOU MAY WIN
ONE OF
4 FREE UNIVERSITY SCHOLARSHIPS
WORTH $2,000.00 EACH (Cash awarded if preferred)
OR ONE OF
124 OTHER BIG CASH PRIZES
WATCH YOUR NEWSPAPER
LISTEN TO THE ESSO REPORTER
RADIO NEWSCASTS
They Will Tell You
How to Get
PICTURE NO. 3 AND STORY
Paste Picture In This Space
PICTURE NO. 4 AND STORY
My Titles for These Pictures are—
1.
2.
3.
4.
I KNOW ESSOLINE GIVES GREATER MILEAGE BECAUSH . .
PRIZE AWARDS
READ IMPORTANT INSTRUCTIONS AND RULES ON PAGE 4
READ THIS STORY • UNDERLINED WORDS AND PHRASES ARE SAMPLE TITLES TO HELP YOU • DO NOT USE THESE TITLES • BE ORIGINAL
WATCH YOUR NEWSPAPER AND LISTEN TO THE ESSO REPORTER RADIO NEWSCASTS FOR ANNOUNCEMENT OF EACH NEW PICTURE AND STORY AND HOW TO GET THEM

**Name the Picture for Esso and Win a Prize**

USING pictures of infants in humorous settings, Standard Oil Co. is offering 128 prizes to persons writing the winning titles. Instructions are given on the *Esso Reporter* programs being broadcast on a large number of Eastern stations through Marschalk & Pratt Inc., New York. Prizes consist of four university scholarships valued at $2,000 each, or cash awards if preferred, and 124 other cash prizes. Promotion in printed media and posters is also being used by Standard.

W9XBY, Kansas City, station operating on 1500-1600 kc. "high fidelity" experimental band, has turned the tables on national advertisers and agencies by sending out its own questionnaire. Prospective advertisers and agencies were asked if and when they planned to use radio advertising in the Kansas City territory, what further information they desired about W9XBY, if they were particularly interested in studio programs, spot announcements, transcribed programs or transcribed announcements. Accounts were also requested to give the names and addresses of branch offices they wished to be placed on the station's mailing list.

W9XBY reminded these accounts that such information would enable them to send the exact information desired and according to the number of cards mailed to the station both advertisers and agencies were glad for this opportunity to express themselves. Information compiled from the returns has produced a great deal of valuable pointers to W9XBY as a guide in presenting available programs and periods to prospective advertisers.

* * *

HALE BROS. stores, San Francisco, San Jose and Sacramento and Whitthorne & Swan, Oakland, are sponsoring *The Girl Who Knows Hollywood* on NBC-KGO, using a weekly quarter, 11-11:15 Sunday mornings. Late flash news is obtained from MGM studios. Hollywood designers supply styles and a registered label indicates "authentic film fashioning" in furs. Frank Wright & Associates, San Francisco, has the Hale Bros. account and produces the programs.

* * *

HENRY AIMES ABOT, heard twice weekly in travel talks from San Francisco during the *NBC Golden State Menu Flashes*, under sponsorship of Golden State Co. Ltd. (dairy products), has turned author, having written a book entitled *Eating My Way Through Italy*. It's a combination of travel tales and foreign recipes and is volume one in a series *Eating My Way Around the World*. Golden State Co. Ltd., has published the 32-page book, which is highly illustrated.

* * *

A SPECIAL edition of the house organ *On the Level* was published early in August by KWKH and KTBS, Shreveport, La., to promote opening of new studios occupying an entire floor in the Commercial National Bank Bldg. A joint dedicatory program was broadcast at the opening of the new quarters.

* * *

SKINNER & EDDY Corp., Seattle (Peter Pan canned salmon), has sent to all its brokers a continuity used on the *Home Forum* of WRC, Washington, by Mary Mason, director of the program. Brokers were advised to read the continuity to acquaint themselves with vital questions of the salmon business. Miss Mason had used material from advance copies of the June publication of Associated Salmon Packers.

* * *

STERLING PRODUCTS Inc., New York, broadcasting on NBC, recently offered a heavy silverplated ladle with each purchase of a 25c or 50c tube of Phillips magnesia toothpaste.

# Know WLS! What we did in JULY

- **PROOF OF RESULTS**

  In the first six months of 1936 WLS received 1,003,511 letters—47.8% contained proof of purchase.

- **AGENCY REPORTS RESULTS**

  The agency placing the advertising of a shoe cleaner on WLS reports "the factory running behind—under terrific pressure—they are jubilant".

- **HEAT WAVE**

  With torrid heat most of July, a hot cereal advertiser received over 4,000 box tops—Lulu Belle's personal appearances continued to break house and circuit attendance records—11,392 paid admission to the National Barn Dance—60% above last year's attendance.

- **LISTENERS PURCHASE**

  WLS listeners had purchased to August 1st 57,251 copies of the Family Album and 29,533 copies of the new songbook, "100 WLS Barn Dance Favorites". Each book sells for fifty cents.

- **RENEWALS—ORDERS**

  Ten Advertisers placed orders and seven advertisers renewed during July. 82% of these advertisers have used WLS before.

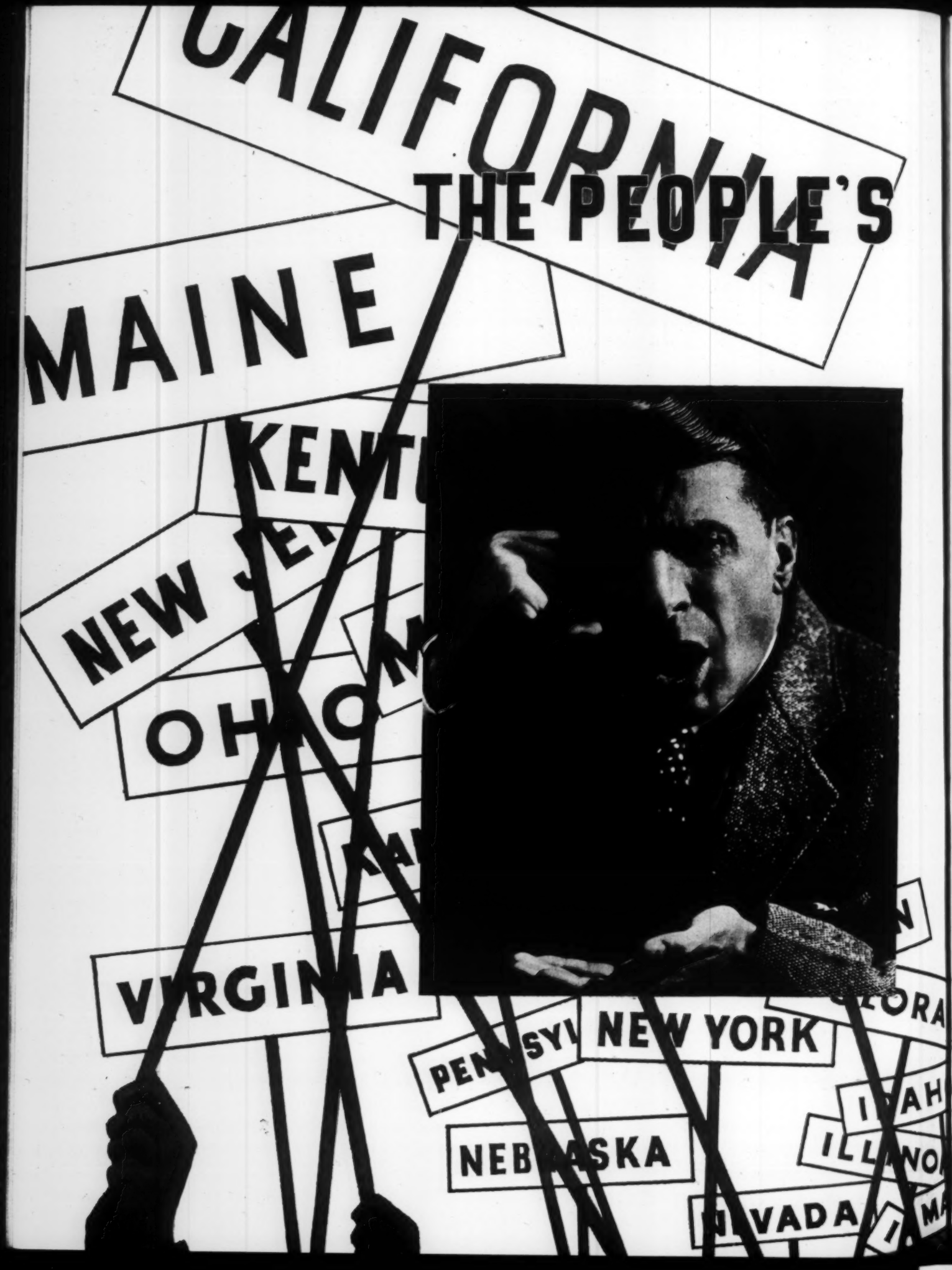
WLS 50,000 WATTS

**The Prairie Farmer Station**

1230 WASHINGTON BLVD. CHICAGO

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

NATIONAL REPRESENTATIVES JOHN BLAIR & CO


CALIFORNIA
THE PEOPLE'S
MAINE
NEW YORK
NEBRASKA

# CHOICE

These radio stations are the Favorite Sons in their markets. They are the People's Choice.

As leading candidates for your Spot Broadcasting business they are running on a platform of a sound advertising dollar invested where it will bring you the best results.

Experienced Spot Broadcasters place their money on the People's Choice and win by a landslide.

Their advice — and ours — is: *Vote this ticket — straight.*

| | | |
|---|---|---|
| WSB | Atlanta | NBC |
| WFBR | Baltimore | NBC |
| WAAB, WNAC | Boston | CBS |
| WICC | Bridgeport, New Haven | CBS |
| WBEN | Buffalo | NBC |
| WGAR | Cleveland | NBC |
| WFAA | Dallas | NBC |
| WBAP | Fort Worth | NBC |
| WJR | Detroit | CBS |
| KPRC | Houston | NBC |
| WFBM | Indianapolis | CBS |
| WDAF | Kansas City | NBC |
| KFI, KECA | Los Angeles | NBC |
| WHAS | Louisville | CBS |
| WLLH | Lowell | YN |
| WTMJ | Milwaukee | NBC |
| WSM | Nashville | NBC |
| WSMB | New Orleans | NBC |
| WTAR | Norfolk | NBC |
| WFIL | Philadelphia | NBC |
| KGW, KEX | Portland | NBC |
| WEAN | Providence | CBS |
| KSL | Salt Lake City | CBS |
| WOAI | San Antonio | NBC |
| KOMO, KJR | Seattle | NBC |
| KHQ, KGA | Spokane | NBC |
| WMAS | Springfield | CBS |
| KVOO | Tulsa | NBC |
| KFH | Wichita | CBS |

**Also**

**The YANKEE NETWORK**

**TEXAS QUALITY NETWORK**

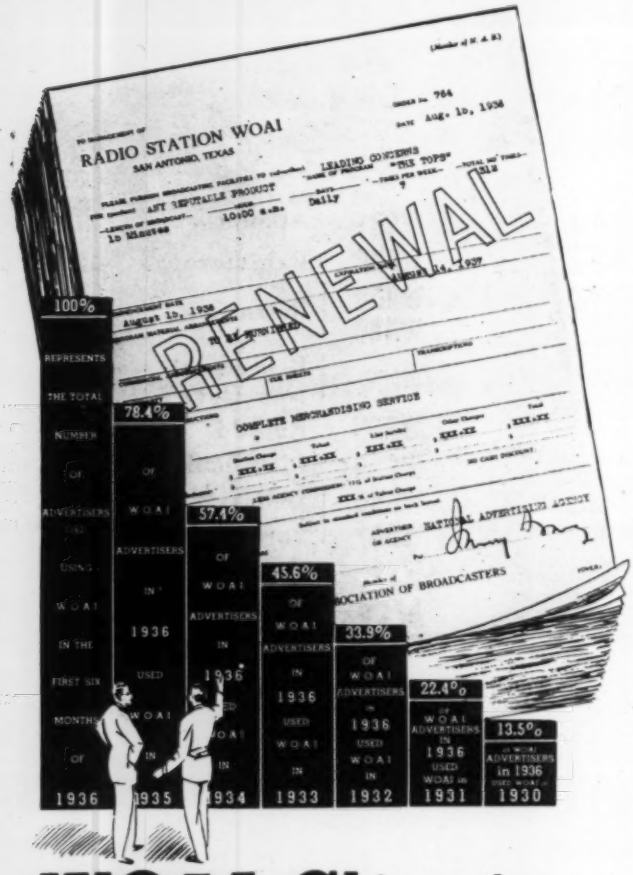
**The NORTHWEST TRIANGLE**

Represented throughout the United States by

**EDWARD PETRY & COMPANY, INC.**

NEW YORK • DETROIT

CHICAGO • SAN FRANCISCO


RADIO STATION WOAI
SAN ANTONIO, TEXAS
RENEWAL
100%
REPRESENTS THE TOTAL NUMBER OF ADVERTISERS USING WOAI IN THE FIRST SIX MONTHS OF 1936
78.4%
OF WOAI ADVERTISERS IN 1936 USED WOAI IN 1935
57.4%
OF WOAI ADVERTISERS IN 1936 USED WOAI IN 1934
45.6%
OF WOAI ADVERTISERS IN 1936 USED WOAI IN 1933
33.8%
OF WOAI ADVERTISERS IN 1936 USED WOAI IN 1932
22.4%
OF WOAI ADVERTISERS IN 1936 USED WOAI IN 1931
13.5%
ADVERTISERS in 1936
1930

# WOAI Clients obtain results

**The high percentage of clients remaining on WOAI year after year, (as shown on chart) plus the yearly increasing number of WOAI advertisers since 1930 leads to but ONE conclusion . . . RESULTS!**

**WOAI**

50,000 WATTS • CLEARED CHANNEL
1190 KILOCYCLES

*San Antonio*

**Represented nationally by Edward Petry & Co.**
**Affiliate • National Broadcasting Company**
**Member • Texas Quality Network**

# New Shepard Net Linked to Mutual, New York Groups

## WAAB Will Feed Programs to Colonial Network Members

NOT ONLY will John Shepard's second new regional network in New England, to be known as the Colonial Network, become an outlet of the Mutual Broadcasting System when it gets under way Sept. 27, but it will also be linked with the newly reorganized New York State Broadcasting System of six stations and on occasions will feed and be fed from WHN, New York independent owned by the Loew theatrical interests.

This was revealed Aug. 10 by Mr. Shepard in amplifying the first exclusive announcement in the Aug. 1 BROADCASTING of his new network realignment plans resulting from the Sept. 27 shifting of the network affiliations in Boston of WNAC (Shepard-owned station which joins NBC-Red) and WEEI (which joins CBS under a management lease arrangement).

In addition to the new 13-station Yankee Network, Mr. Shepard's plans for the Colonial Network involve using WAAB, his second Boston outlet, as the key station feeding sponsored and sustaining programs to the following New England stations: WTHT, Hartford; WATR, Waterbury; WLLH, Lowell; WLBZ, Bangor; WFEA, Manchester; WNBH, New Bedford; WSAR, Fall River, and the new WSPR, Springfield. WTHT, new local station owned by the *Hartford Times*, went on the air Aug. 12, and, despite earlier plans, will not join the Inter-City Group but will affiliate with Colonial and through Colonial with Mutual. WTHT started with Mutual sustainings pending the start of Colonial; its dedication was featured by addresses by U. S. Senators Lonergan and Maloney, Gov. Cross and civic leaders. Its directing head is Cedric W. Foster.

Mr. Shepard stated that, in addition to the foregoing stations, his other two stations — WEAN, Providence, and WICC, Bridgeport, both of which on Jan. 1, 1937, join the NBC - Blue network — will on occasions be linked with Colonial when time is available. Edward Petry & Co., he added, will represent both the new Yankee Network and the Colonial Network in the national field.

### Regional Nets Overlap

THUS Mr. Shepard's two networks overlap to some extent, for the lineup of the new Yankee Network [see Aug. 1 BROADCASTING for further details] will be as follows: WNAC, Boston; WEAN, Providence; WICC, Bridgeport; WMAS, Springfield; WFEA, Manchester; WTIC, Hartford; WTAG, Worcester; WCSH, Portland; WLBZ, Bangor; WNBH, New Bedford; WSAR, Fall River; WLLH, Lowell; WATR, Waterbury.

Some of these stations have other network affiliations which preclude their taking Mutual programs via Colonial, but all of the independents in the Yankee Network will become part of Colonial and will get programs (1) through Colonial for regional sponsors; (2) through Mutual; (3) through hookups with the New York State Broadcasting System [BROADCASTING, Aug. 1] comprising WINS, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo, and (4) through hookups with WHN, New York, which has a wire connection with Shepard headquarters in Boston.

While representing the two regional networks nationally, Edward Petry & Co. will also continue to represent WNAC, WAAB, WEAN and WICC (the Shepard-owned stations) individually in the national field. Mr. Shepard announced that he had reappointed the Petry organization as exclusive representatives for these stations and for the Yankee Network for another five-year period on a non-cancellable basis.

## "Holer-in-One"

DELL SHARBUTT, CBS announcer in New York, joined the ranks of the Holers-in-One when he negotiated the 165-yard, 17th hole at the Hillcrest (Long Island) Country Club with a single stroke. The ball dropped into the cup on the fly, never touching the ground in flight.

## Oral Argument Expected In WOL Power Increase

LIKELIHOOD that the FCC Broadcast Division, in spite of a dispute over the expiration of time in which requests should have been filed, will grant oral arguments to the half-dozen parties protesting against its decision last month authorizing WOL, Washington, to become a regional station, was seen in official circles. Although the ruling may not be forthcoming until next month, it is felt the Division would prefer to avoid denying the oral arguments upon a technicality, and will set a date in September or October for them, in the meanwhile setting aside its favorable grant.

On July 22 the Division reversed the recommendation of Examiner M. H. Dalberg and granted the application of WOL for a shift in frequency from 1310 kc. with 100 watts to 1230 kc. with 1,000 watts. That same day WCAE, Pittsburgh, WFBM, Indianapolis, WRC and WMAL, Washington, Continental Radio Co., (Scripps-Howard Newspapers subsidiary) and Senator C. C. Dill, all applicants or interested in the WOL applications for interference or economic reasons, filed oral argument requests. They did so on the ground that the FCC acted prematurely and that the five-day period in which such requests are in order did not expire until the close of business July 22.

WOL is expected to become a Mutual Broadcasting System outlet even if it does not get its power increase. There are pending a half-dozen applications involving new station facilities in Washington, and litigation has been indicated.

ARTHUR GARBETT, NBC western director of educational broadcasts in San Francisco, has created a new system of teaching music composition, harmony and counterpoint which will be introduced and used in the Oakland, Cal., schools.

# Westinghouse

*"The Pioneer of Broadcasting"*

*Announces The*
*Addition of*

# WOWO And WGL

## FORT WAYNE · INDIANA

WITH the acquisition of WOWO and WGL, Fort Wayne, Westinghouse adds an important audience to its present millions of listeners, at home and abroad, who enjoy the programs of Westinghouse Stations KDKA, KYW, WBZ, WBZA, W1XK, W1XKA, W1XKB, W3XKA, W8XK and W8XKA.

**WOWO**
10,000 Watts • CBS • 1160 Kc.

**WGL**
100 Watts • 1370 Kc.

•

## WESTINGHOUSE RADIO STATIONS

E. KATZ SPECIAL ADVERTISING AGENCY, *National Representatives*
New York • Chicago • Kansas City • Detroit • Atlanta • Philadelphia • Dallas • San Francisco

# More Retail Sales!

The interior California area served by McClatchy Radio Stations has more total retail sales than any STATE west of the networks basic areas — except California and Texas.*

*Source: 1933 U. S. Dept. Commerce Report on Retail Sales.

## Above Average Purchasing Power

Here are Major Markets with unusually high per capita purchasing power worthy of your complete coverage by radio.

**KFBK** Sacramento

**KMJ** Fresno

**KWG** Stockton

**KERN** Bakersfield

Only through these McClatchy Radio Stations can this great area be adequately covered.

*Radio Representatives:*

JOSEPH McGILLVRA
485 Madison Ave., NEW YORK
919 N. Michigan Ave., CHICAGO

WALTER BIDDICK CO.
568 Chamber of Commerce Bldg. LOS ANGELES
1358 Russ Building SAN FRANCISCO
1038 Exchange Bldg. SEATTLE

## McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

McCLATCHY NEWSPAPERS: SACRAMENTO BEE - FRESNO BEE - MODESTO BEE


# WOWO and WGL Are Reorganized

### Westinghouse Making Plans to Improve Ft. Wayne Stations

Mr. Evans

APPOINTMENT of E. Katz Special Advertising Agency as national representatives for WOWO, Fort Wayne, Ind., was announced Aug. 10 by Walter C. Evans, manager of the radio division of Westinghouse E. & M. Co., which on Aug. 1 took over operation of the station along with WGL, Fort Wayne 100-watter.

The 10,000-watt clear channel station, purchased by Westinghouse at a cost in excess of $300,000 along with WGL, is under Mr. Evans' general management, with W. W. Dorrell, formerly of the Westinghouse headquarters staff at Chicopee Falls, Mass., as manager. An application for change in the name of the licensee of the two stations from Main Auto Supply Co. to Westinghouse Radio Stations Inc., was filed Aug. 12 with the FCC.

**To Improve Equipment**

Mr. Dorrell

THE PRESENT staff of the station, according to Mr. Evans, will be retained, but the exact organization has not yet been determined. J. B. Conly, of the general accounting department of Westinghouse at East Pittsburgh, Pa., has been appointed office manager. The station will continue as a CBS outlet.

Studios of WOWO will be remodeled and modernized while the equipment of WGL will be replaced. In addition to the signing of the Katz organization as national representatives, WOWO has contracted for the complete morning and evening leased wire reports of International News Service. The stations also have purchased the NBC *Thesaurus* transcription library.

Mr. Evans announced that on Aug. 15, Dwight Myer, plant manager of KDKA, Pittsburgh, will be transferred to Boston as plant manager of WBZ, and J. E. Baudino, WBZ, plant manager will go to Pittsburgh in the same capacity. The move, he said, is in accord with the Westinghouse policy of rotating supervisory personnel. Mr. Myer has been with Westinghouse since 1922 and Mr. Baudino joined the company in 1927.

## Ralston to Return

RALSTON-PURINA Co., St. Louis (cereal), will return to the air Sept. 28 with a children's dramatic program, to be heard on NBC-Red network Mondays, 5:15-5:30 p. m., with rebroadcast to KSD at 6:15. For the last few seasons Ralston has featured *Tom Mix Stories*, but it is not known whether this program will again be used. Gardner Adv. Co., St. Louis, has the account.

★ If you speak THE LANGUAGE OF SALES, you can talk with WLW in your own language

★ For it is fundamentally SALES that give WLW its title . . .

THE WORLD'S MOST POWERFUL BROADCASTING STATION

THE CROSLEY RADIO CORPORATION - CINCINNATI

Did you ever drop a pebble in a pool?

REMEMBER how fascinating it was to watch? The minute the pebble struck ripple after orderly ripple spread out until the entire surface of the pool was covered with waves.

A campaign over WSM is like that. The minute your program goes on the air, things happen in the South. Nearly a million people, listening to their favorite station, are given the urge to buy your product. Hundreds of dealers, listening to their favorite trade barometer, make a mental note to stock your product—sure of a demand. And like the waves on the surface of the pool, your campaign spreads until it reaches and *covers* the whole WSM market, *a market predisposed to buy the products WSM-advertisers sell.*

WSM 50,000 WATTS

*National Representatives,* EDWARD PETRY & CO., Inc.

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.

Nashville, Tennessee

# NBC Accounts For More Than a Third Of RCA Gross; Major Source of Profit

THAT the NBC networks during the first six months of 1936 accounted for more than one-third of the gross income of their parent organization, RCA, is disclosed by a comparison of the RCA consolidated statement of income and surplus for that period with the gross income figures of the NBC-Red and NBC-Blue networks for the same period published in the Aug. 1 BROADCASTING.

What proportion of RCA's net income the two chains represented, is not revealed for the RCA consolidated statement, made public Aug. 4, does not break down its income and profit figures by subsidiaries. In broadcasting circles, however, the belief prevails, though it is not verified officially, that NBC accounts at present and during the last few years has accounted for the major part of RCA's net income.

The RCA statement discloses a total gross income from all sources during the first six months of this year amounting to $44,382,100.81 against $40,428,687.94 for the same period last year. Its net income for the period was $4,028,696.05 against $4,770,753.04 during the same period last year. From this net is deducted $2,264,916.43 for interest, depreciation, amortization of parents and federal income taxes, leaving a net profit for the six months of $1,763,779.62 against a net profit of $2,289,135.80 for the same period last year.

This net profit transferred to surplus, which amounted to $12,401,099.46 as of Jan. 1, 1936, brought RCA's surplus to $14,164,879.08 from which dividends of $1,667,532.88 have been paid, leaving a surplus as of June 30, 1936, of $12,497,346.20. This compares with a surplus as of June 30, 1935, of $10,425,632.68.

The NBC-Red network during the first six months of 1936 grossed from time sales $10,282,722, according to best available figures. The Blue network grossed $5,793,733. Their aggregate of $16,076,455 bulks large against RCA's gross from all sources of $44,382,100.81, which includes income from RCA Mfg. Co., RCA Communications Inc., Radiomarine Corp. of America and other subsidiaries.

## Bigger Network Planned In Northern California

PLANS to increase the Northern California Broadcasting System to four owned and operated stations have been revealed by Ralph R. Brunton, owner of KJBS, San Francisco, and KQW, San Jose. Brunton has applied to the FCC for a permit to move KQW to Sacramento and to erect a new 250-watt station on 970 kc. in San Jose. He also has on file an application for a new fourth station in Fresno, Cal., hearing on which is scheduled for October.

In petitioning to move KQW to Sacramento, Brunton is asking for a power increase from 1,000 to 5,000 watts daytime on its present frequency of 1010 kc. Providing the FCC approves, KJBS will be moved from its present San Francisco location to a new building at 1476 Pine St., that city. The request also calls for a new frequency of 1080 kilocycles, instead of the present 1070. New studios embodying the latest developments in radio engineering and acoustic design, and a vertical radiating antenna 250 feet high, are planned. Besides KJBS and KQW, the NCBS is also linked up with KROW, Oakland, and KGIM, Stockton.

## True Story Renews

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine), has renewed for 52 weeks, effective Sept. 4, its *True Story Court of Human Relations* on 25 NBC-Red stations, Fridays, 9:30-10 p. m., with a rebroadcast at 12:30 a. m. On Oct. 2, after the end of daylight time, the West Coast rebroadcast will be scheduled for 11:30 p. m. Arthur Kudner Inc., New York, has the account.

## American Firms Expand Foreign Spot Business

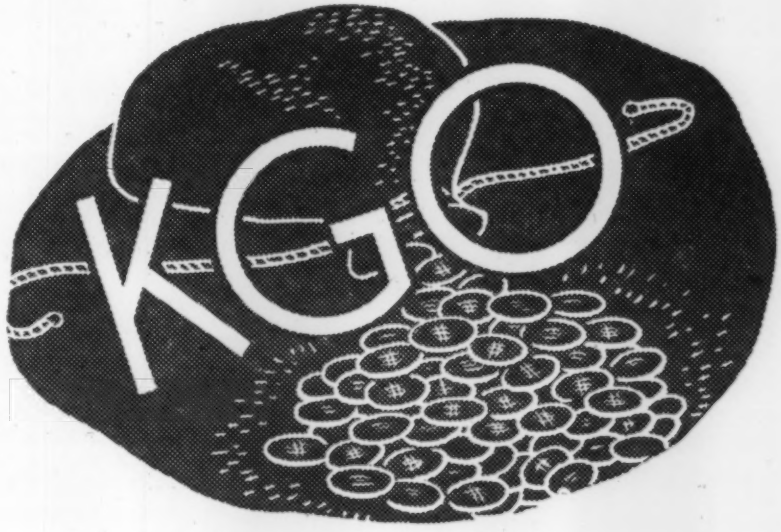
REPORTING booming activity in radio advertising in foreign countries which permit it, Conquest Alliance Co., New York representatives of foreign stations and program producers, announces the signing of 26 half-hour weekly amateur shows on LR4, Buenos Aires, for Lambert Pharmacal Co. (toothpaste and brushes) through National Export Advertising Service, New York. It is also placing one-minute announcements for Carter's Little Liver Pills on WNEL, San Juan, Porto Rico; CMJK, Camaguey, Cuba; CMKC, Santiago, Cuba; CMW, CMCD and COCD, Havana.

Through Benton & Bowles Inc., New York, Conquest has purchased a series of Japanese-language announcements on KGMB, Honolulu, for Colgate-Palmolive-Peet Co., Jersey City (Colgate Dental Cream and Powder); for Vick's Chemical Co. (Vick's Vaporub) it is placing 39 quarter-hour musical programs on KGMB and KHBC, Hilo, through Morse International Inc., New York; for Dr. Nicanor Bolet Inc., New York, it is placing one-minute announcements on CMCD, CMOD and CMCK, in Cuba, on HRN, Tegucigalpa, Honduras, TGX, Guatemala City, and TIGPH, San Jose, Costa Rica.

## Child Contest Judges

SIX distinguished authors, psychologists, educators and dramatists have been named as the board of judges for NBC's Children's Program Contest, which is offering $2500 in prizes for scripts on children's programs. The judges: Louise Seaman, former editor of juvenile books for Macmillan Co.; Dr. Rollo Reynolds, principal of Horace Mann School, New York City; Homer Croy, novelist and dramatist; Mrs. B. F. Langworthy, president of the National Parents-Teachers Association; Mrs. Sidome Gruenberg, secretary of the Child Study Association of America; Dr. Arthur F. Payne, noted psychologist. A seventh member is yet to be selected. Over 4000 entries have already been received for the contest, which closes Sept. 1.

# KEY TO A LIBERAL PURSE




And Key Station on the Pacific Coast Blue Network, KGO has a lot to offer advertisers. Serving an immensely wealthy community that spends more per capita than any other in the country, KGO delivers paying customers—and most economically. Let us give you the details.

**KGO** **7,500 WATTS**
NBC Pacific Coast Blue Network
**SAN FRANCISCO**

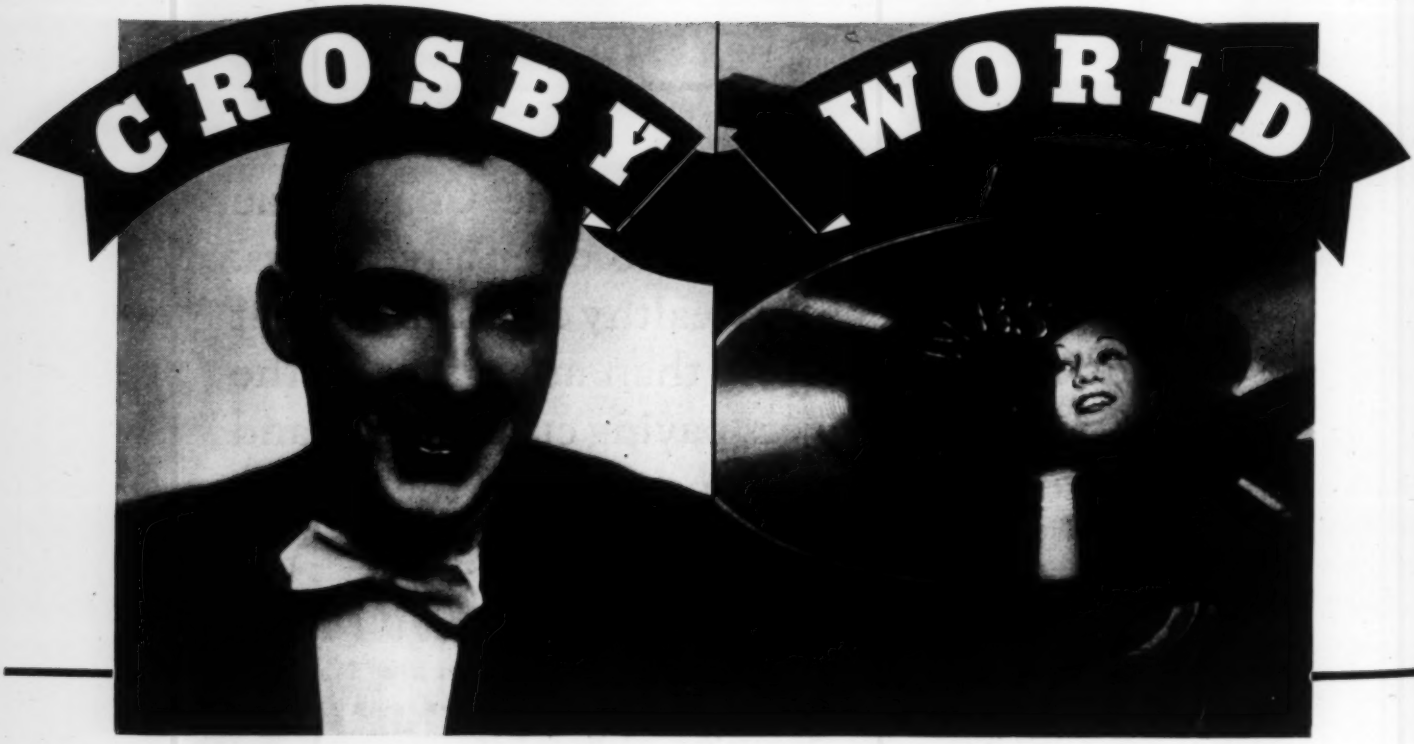
*Completely programmed by NBC*

# FORD V-8

# goes Coast-to-Coast

# *through*

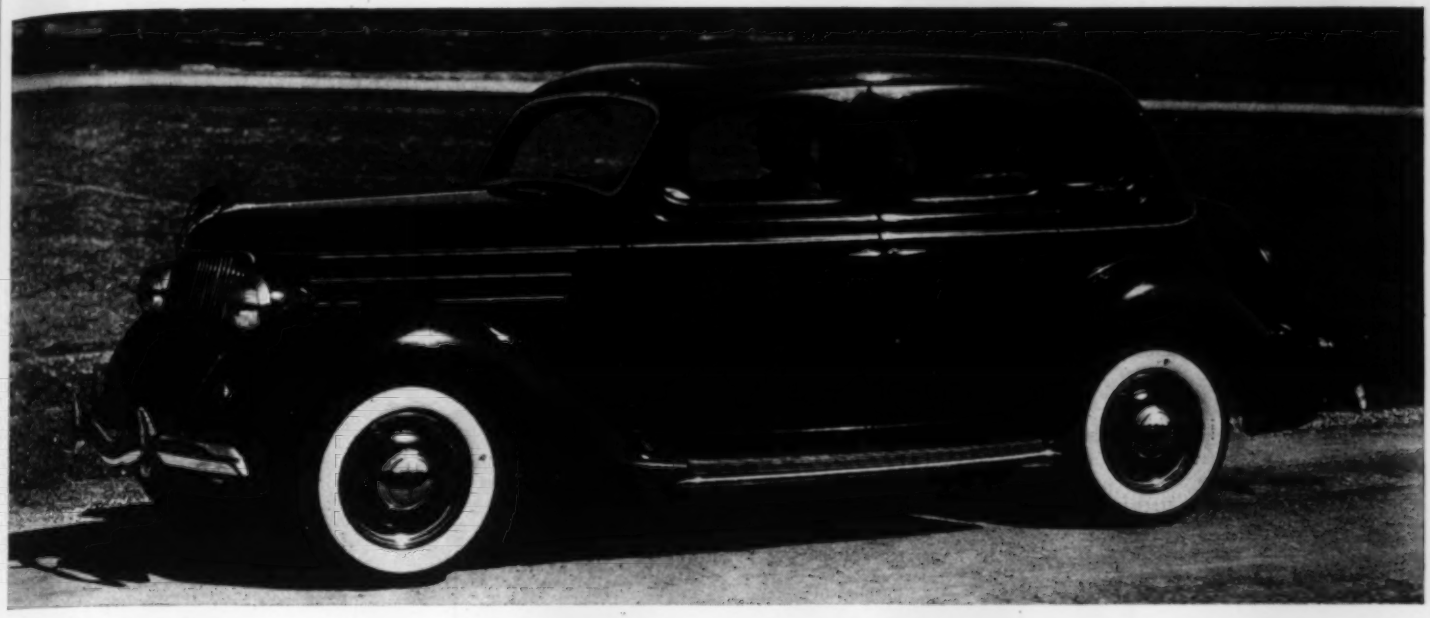
# TRANSCRIPTION




# WORLD BROADCASTING

NEW YORK • CHICAGO • ATLANTA • LOS ANGE

XUM



# N HEADQUARTERS

• Another compelling "case history." . . . At WORLD'S Transcription Headquarters, FORD recorded the new coast-to-coast program featuring Bob Crosby and His Orchestra, with the Freshman Male Trio. It's a hard-working campaign that goes into the field through more than 100 specially selected radio stations and sells Ford cars! . . . FORD has employed from 150 to 300 stations in this plan of Selective Broadcasting. What is more, for the past two years, FORD has supplemented the regular wired network campaign with 30 additional stations, broadcasting WBS transcriptions of Fred Waring and His Pennsylvanians. . . . Here is sound strategy in the sound merchandising of an eminently American product. Numerous other cases show that, no matter HOW FEW OR HOW MANY STATIONS may be indicated by your exact marketing requirements—whether isolated cities, regional territories or a national plan—you can do an efficient job through Transcription Headquarters. With highly selective coverage. With unlimited flexibility. With definite economy. . . . At Transcription Headquarters your WBS recordings are produced by the wide range vertical method—and each WBS disc goes straight to the heart of a carefully selected marketing area.

**Let us send you,** on request, our new illustrated brochure describing the scientific technique of putting your program on WBS discs at Transcription Headquarters, 711 Fifth Avenue, New York.

WBS

# NG SYSTEM

OS ANGELES • SAN FRANCISCO

WBS facilities include: *expert production assistance,* when desired, for program building; *station relations division,* an aid in clearing time; *shipping division,* for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS recordings by the Wide Range Vertical process.

XUM

# BROADCASTING and Broadcast Advertising

*Published by*
BROADCASTING PUBLICATIONS, Inc.

*Executive and Editorial Offices:*
National Press Bldg. ● Washington, D. C.
Telephone— MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NEW YORK OFFICE: 1270 Sixth Ave., Rockefeller Center, Telephone - COlumbus 5-3815
NORMAN R. GOLDMAN, Advertising ● HOWARD J. LONDON, Editorial


## Fight Just Begun

WARNER Bros. music publishing houses are back in ASCAP because they simply could not go it alone. They found the microphone mightier than legal duress. They found that without radio performances they lost not merely royalties but, what was more important to the Warner movie interests, they suffered tangible box office losses on their musical pictures. They found, in the face of radio's general determination to ignore them, that it was foolish to carry on the fight.

The situation created by Warners' secession from ASCAP proved the strength of broadcasting and the fallacy of Tin Pan Alley's oft-repeated argument that without music there can be no radio. The Warner capitulation proved definitely that there no longer can be any popularity for music without radio.

The broadcasting and broadcast advertising fraternities naturally welcome Warners back —chiefly because of the nuisance of the fight. But the broadcasting industry is not yielding in its determination to curb the arbitrary royalty-levying powers of ASCAP, exercised in an arbitrary way under an antiquated copyright law.

Warners' return is a signal for the broadcasters to begin fighting—fighting for enactment of the Duffy Bill which died at the last session of Congress for want of broadcasters' support, fighting for wholehearted support of the Government's anti-trust suit against ASCAP as a means of bringing competition into music sales.

The Department of Justice suit against ASCAP is strengthened measurably by the Warner reunion with ASCAP. That suit is far from dead, as Tin Pan Alley might have you believe. True, it has been removed from the court calendar in New York, but it is more alive than ever. The parties are attempting to stipulate the evidence and reduce the case to fundamentals. It is entirely possible that it will be back on the calendar later this year.

When Warners withdrew last January, the government lost its strongest weapon in the case. There was, theoretically, no longer a monopoly in the music radio performed. With its return, the status of the suit is where it was just two years ago when the Government initiated it, because the combine is as strong as ever. There is no competition in music, and ASCAP holds the arbitrary power under the existing law of charging whatever it pleases for music.

Now, more than ever, strong leadership for the industry is required. Copyright is only one of the problems confronting broadcasters, but it is an important one. Present contracts with ASCAP (including Warner Bros.) run until the end of 1940. In the interim broadcasters should see to it that substantial legislation, protecting their interests, is enacted along the lines of the Duffy Bill, so that when 1940 arrives they will not be faced with a repetition of the hodge-podge of get-nowhere negotiations of the past, which might result in even higher than 5% royalties on their gross receipts.

## Beware of Subterfuges

REPORTS are reaching us of efforts already being made to insinuate political "plugs" into ordinary sponsored programs, that is, into non-political programs. One scheme is to gag in slaps at the administration; another contemplates outright partisan statements or quips in the commercials. Network policy, of course, opposes any such doings—and every station in the land should be wary along with the networks of attempts to make political capital out of entertainment and selling programs.

The reasons for such vigilance on the part of the broadcasters are too obvious for detailed comment here. Already the charge is being made that, inasmuch as so many industrialists are anti-New Deal and that big industrialists are the major sponsors of radio advertising, their radio programs will be used as vehicles of partisan propaganda. We would like to believe no radio advertiser would be stupid enough to attempt this sort of thing.

Radio time can be bought for political broadcasts and labeled as such. Radio time sponsored for commodity and service salesmanship must not be used in partisan politics for the sake of the broadcaster, and the advertiser, because they simply cannot afford to arouse the resentment of the audiences, with all their diverse political outlooks and faiths. The mission of the commercial program is to entertain, sell and build good will; let the politicians do their own "selling" in their own time bought for that particular purpose and without any subterfuges.

## Exaggerated "Murder"

THE INCESSANT yipping of Tin Pan Alleyites over radio's alleged "murder of music", scuttling of musical instrument sales and consigning of phonograph record sales to oblivion calls for another look at the record. The smoke screen set up by copyright owners, and now by the so-called recording artists, to justify their demands for tribute from radio, is entirely dispelled by recent revelations of what is going on in the music world.

Just three years ago, when it was tearing along at high speed on a lobbying campaign to yank more dollars from radio, ASCAP issued a brochure titled *The Murder of Music.* It recited that sales of pianos had tumbled almost to nothing as a result of radio's advent; that phonograph record sales and royalties were a pittance compared to their heydey, and that sheet music sales were deplorable. Therefore, it argued, radio should pay and pay through the nose for music.

But today we find that a little research has been done. Piano sales, according to leading manufacturers, have increased 300% during the last year, and radio is given credit for the result by enhancing the public's appreciation of music. [See Aug. 1 issue of BROADCASTING.] And now it also comes out that radio is credited with the 150% sales upturn in sales of phonograph records, as disclosed in a study by NBC, reported in this issue. For some time the music instrument manufacturers have been running overtime to meet the demand for stringed instruments, notably guitars, and radio there is given the credit.

ASCAP and its smaller carbon copies will have to look for other means of propagandizing hereafter, for the record simply won't support their claims that radio is "murdering" the music industry.

# The RADIO BOOK SHELF

HOW DOES Congress make a law? Former U. S. Senator C. C. Dill, best known to radio as coauthor of the Radio Act of 1927 and the Communications Act of 1934, asks and answers this question in a well-bound and splendidly illustrated 173-page book titled *The Story of a Bill: How Congress Makes Laws* (Clarence C. Dill, Bowen Bldg., Washington, D. C., $1.50) off the presses early in June. All the intricacies of our Congressional system are explained seriatim by means of simple paragraphs illustrated by 60 amusing yet amazingly accurate cartoons of an animated legislative bill.

PROF. R. S. GLASGOW, of the electrical engineering department of Washington University, St. Louis, is author of a new textbook, *Principles of Radio Engineering*, just published (McGraw Hill Book Co., New York, $4). The book is primarily intended for students already having a knowledge of fundamental laws of electricity and magnetism, and is based on the author's class lecture notes. It emphasizes material on iron-core inductances, coupled circuits, graphical methods of determining amplifier performance, push-pull circuits, antennas and radio frequency transmission lines.

AN INTERNATIONAL review of the theory and practice of copyright and related branches of law is presented in *Copyright*, published by Verlag Fuer Recht und Gesellschaft A.-G., Bahnhofstrasse 5, Zurich, Switzerland. It is published every other month, with a number of leading American copyright authorities contributing.

# We Pay Our Respects To —

FRED HARRY FIDLER

HIS HOST of friends in the radio advertising fraternity all along the Pacific Coast are going to miss Fred Harry Fidler, account executive of the J. Walter Thompson Co. handling the Shell Oil account, when in September he is transferred to the management of the agency's St. Louis office where he will be nearer the Shell headquarters. Yet they are happy with this dynamic young agency executive when contemplating his promotion, for Fred Fidler has deservedly won his spurs in the field of advertising and particularly of radio advertising.

Fred Fidler might be called a "paroled" radio man, for after more than three years of intensive radio planning and production work he was assigned to general service work on the Shell account. He continued, nevertheless, as nominal head of the agency's Pacific Coast radio department and was frequently called upon for program ideas, for media relations work and to advise the Hollywood production end of the agency's capable New York radio department.

Fred Fidler looks older than his age (he is not much over 28, having been born in Indianapolis Feb. 9, 1908) and he confesses that he had to prevaricate about it frequently when his youth might have threatened the denial of responsibility. Having attended high school in Indianapolis, he finished at Staunton (Va.) Military Academy, after which he went into newspaper work in the Midwest.

His most exciting newspaper assignment, he asserts, was covering the 1926 Florida hurricane at Miami Beach. For two years he did special interviews in Florida for New York and Chicago newspapers, and during the real estate boom he served as assistant real estate editor of the *Miami Daily News*.

At the ripe old age of 21, in 1929, he went to New York at the invitation of an advertising agency executive—but that executive apparently forgot the bright and energetic young man he had met in Florida, for when young Fidler arrived in the big city his quarry had gone to Europe. After short reportorial interludes, he landed a job in the publicity department of J. Walter Thompson Co. in New York.

One year in the New York office led to an assignment to the San Francisco office to take charge of the agency's Pacific Coast press bureau. Radio publicity was one of his tasks. He saw radio's rise and made such keen observations and recommendations for an enlarged Pacific radio department, that it was not long before the San Francisco radio branch was developed to parallel the agency's already flourishing New York and Chicago radio departments.

To Fred Fidler went the job of handling the radio accounts of Shell Oil Co., Langendorf United Bakeries and Swift & Co., among others. Such shows as *Eb & Zeb*, *Al Pearce & His Gang*, *Langendorf Pictorial*, the *Shell Show* and other lesser live talent and transcription broadcasts were successfully planned and consummated under his supervision. To the *Shell Show* he brought the big names of the screen, initiating the guest star policy that continued in *Shell Chateau* with Al Jolson first, others later and now Smith Ballew as master of ceremonies.

Though Fred Fidler's duties of recent years have become more diverse his favorite pursuit is still the outlining of new program ideas. He states that the only difference between this and short-story writing, which he once indulged in, is that he at least got rejection slips on stories whereas most program ideas, unless especially suited to J. Walter Thompson's clients, are denied a free lance market. They either repose in personal files until forgotten, or are duplicated by others and produced elsewhere on the air.

Fred Fidler has been married for nine years. He confesses to a liking for poker, though his chief hobby is reading and his outdoor bents are toward tennis and fishing.

## PERSONAL NOTES

MALLORY CHAMBERLIN, manager of WNBR, Memphis, who headed the group that recently sold that station to the *Memphis Commercial Appeal*, operator of WMC, in the same city, has been appointed general sales manager of both stations, with Henry Slavick as general manager of both stations. Grover N. Godfrey is commercial manager of WNBR and Joseph C. Eggleston remains as commercial manager of WMC.

O. F. ROST, formerly with *Business Week*, has been transferred by McGraw-Hill Publishing Co. to the editorship of *Radio Retailing*, with Ray Sutliffe shifted to production.

ALFRED J. McCOSKER, president of WOR, Newark, and chairman of the board of the Mutual Broadcasting System, sailed Aug. 5 on the *Normandie* for a month's vacation in England, France, Italy and Switzerland. He was accompanied by Mrs. McCosker and in Paris they will meet their daughter, Angela, who has been visiting in Europe since early July.

WAYDE GRINSTEAD, formerly advertising manager of the Phillips Petroleum Co., Bartlesville, Okla., has joined WBBM, Chicago, as director of sales promotion.

JOHN McLOUGHLIN, formerly in the CBS accounting department in New York, has been assigned to WBBM, Chicago, as head of the accounting department. He succeeds C. A. Carlson, who is being transferred to the CBS Pacific Coast Division now being organized in Hollywood by Donald Thornburgh, newly-appointed division vice president.

H. J. (Tubby) QUILLIAM, general manager of KIRO, Seattle, and Mrs. Quilliam, became the parents of a 7 lb. 10 oz. son, John Arthur, born July 24. They also have a five-year old daughter.

EDWARD K. CARGILL, president of WMAZ, Macon, and Mrs. Cargill, became the parents of a son, Edward Kendall Jr., born Aug. 3.

IRVING COLLIN, on Aug. 4 announced his resignation as executive field manager of the Society of European Stage Authors & Composers (SESAC), after having been with the organization for six years. He has not announced future plans.

PAUL W. KESTEN, CBS vice president from New York, was in San Francisco Aug. 1 to confer with Philip G. Lasky, manager of KSFO, on plans to enlarge the station's studios preparatory to their being taken over by the network.

JACK HALL who conducted the *Keep Smiling Revue* on KSFO, San Francisco, for the last six years, resigned Aug. 1 to join the commercial department of KFRC in that city as account executive.

HERBERT E. NELSON, formerly of KMOX, St. Louis, and Nile L. Adams, of Kansas City, have joined the sales staff of W9XBY, Kansas City.

NORBERT L. O'BRIEN, for the last four years commercial manager of WESG, Elmira, N. Y., has joined WTHT, Hartford, Conn., in a similar capacity. Both WTHT and WESG are operated by the Gannett Newspapers. Mr. O'Brien's successor has not as yet been named, according to Dale L. Taylor, WESG manager.

ROBERT SMITH, formerly of WFAS, White Plains, N. Y., has joined the sales staff of WNEW, Newark.

LINCOLN DELLER, of the CBS station's relations department, New York, was in San Francisco Aug. 6 conferring with Philip G. Lasky, manager of KSFO on plans for the station's affiliation with the network.

JESSE JAY, manager of WIOD, is now on a summer leave of absence at Estes Park, Colo., recuperating from his recent serious illness with pneumonia. The station is being managed by Hal I. Leyshon, editor of the *Miami Daily News*, owners of WIOD.

FRED P. GUTHRIE, Washington manager of RCA Communications Inc., and former manager of WRC, Washington, and Mrs. Guthrie on Aug. 5 became the parents of an 8½ lb. son.

LEE CRONICAN, studio director of WMCA, New York, has been appointed to the executive staff of the station. Formerly an announcer and afterward in charge of production, he will continue as studio director.

## BEHIND THE MICROPHONE

SIDNEY M. ROBARD, formerly of the *Louisville Courier-Journal* editorial staff, has joined the NBC press department in New York.

LEONARD BRADDOCK has resigned as of Aug. 15 from the NBC press department, New York, to join Hahne's department store, Newark.

VALENTINE SHERMAN, Chicago free lancer, has joined the announcing staff of WBBM, that city.

HARRY CARLSON, for two years program director of WMCA, New York, but out of radio during the last year, has joined the announcing staff of WOR, Newark.

PAUL GREGORY, announcer of WMCA, New York, and Louella Rudd, of the team of Rogers & Rudd on NBC, were married Aug. 2 in New York.

CHAUNCEY PARSONS, the Singing Neighbor, after 12 months with WLW, Cincinnati, for General Pharmacal Co. (Pep-Ti-Kao) has resigned. He is going to the West Coast.

DICK WYNNE, after a two-week illness, has returned to the announcing staff of KYA, San Francisco.

BOB ANDERSON, the KPO-*San Francisco Call - Bulletin* newscaster, after a sinus operation which kept him away from the microphone for three weeks, has returned to his assignment.

PAUL BOWLES, for the last seven months on the production staff of NBC in San Francisco, has resigned and returned to Hollywood to join a film company.

HAROLD BRATSBERY, for the last year an NBC announcer in San Francisco, resigned effective, Aug. 15.

J. GUNNAR BACK, formerly with WTCN, Minneapolis, and at one time on the staffs of WHA and WIBA, Madison, Wis., has joined KFAB-KFOR, Lincoln, Neb., as head of the continuity department.

HARRY JOHNSON, sports announcer for KOIL, Omaha, and KFAB-KFOR, Lincoln, Neb., and Mrs. Johnson are parents of a 6½ pound son, Terrance Gordon, named after the big league ball player, born July 26.

REG DOUGLASS, chief announcer of CKNX, Wingham, Ont., was married Aug. 1 to Miss Beth Holloway.

JAMES DOYLE, formerly of KORE, Eugene, Ore., has been added to KQW, San Jose, Cal., as announcer and continuity writer.

MARTIN PROVENSEN, chief announcer of Texas Centennial Exposition, has returned to Los Angeles and will resume radio activity in that city.

STAN KRAMER, announcer of WNEW, Newark, has been transferred to the station's New York studios. Jerry Mohr, formerly of NBC and CBS, has joined WNEW as staff announcer.

CHARLES BATCHELDER, formerly of WDBO, Orlando, Fla., has joined WMBR, Jacksonville. Charles Stone, formerly of WJBY, Gasden, Ala., also has joined the staff.

JAMES COY, announcer for Kansas City Power & Light programs on W9XBY, Kansas City, has joined the station's regular announcing staff.

GENE SHUMATE, formerly of KFRU, Columbia, Mo., has been added to the staff of sports announcers of KSO and KRNT, Des Moines, to fill the vacancy left by Hal Parks, who has returned to Chicago.

WILLIAM BALDWIN, pianist of KSO, Des Moines, has been named announcer for musical programs. Mr. Baldwin was formerly with NBC in Chicago and with WOW, Omaha.

ED TURNER, of the announcing staff of KRNT, was married July 18 to Miss Helen Holly, society editor of the *Des Moines Register & Tribune*.

GLAN HEISCH, formerly in charge of transcriptions, has been promoted to production manager of KFI, Los Angeles.

BERTON BENNETT, formerly with KFI and KECA, Los Angeles, who has pinch-hit for Sam Hayes, the *Richfield Reporter*, at various times, on Aug. 15 joins the NBC announcing staff in San Francisco, succeeding Harold Bratsberg, resigned. Larry Keating, formerly chief announcer of KGW, Portland, Ore., has also joined the NBC San Francisco announcing staff.

HARRY S. ROGERS has resumed the program directorship of KYA, San Francisco after an interruption of seven months during which Lee S. Roberts, composer, filled the post. Rogers served as Roberts assistant during the period. Roberts has gone to New York where he will seek publishers for a number of new songs.

ADELE DE ETTE HOOVER, of NBC's San Francisco sales promotion department, is to marry Dana Edwin Bremner, attorney of Santa Rosa, Cal., on Aug. 15 in Berkeley, Cal. The ceremony was originally scheduled for last April 25 but was postponed because of the death of the bride's father.

TED MAXWELL, who left NBC's San Francisco studios two years ago to join the network's Chicago staff, has returned to the Western division headquarters as continuity writer and dramatic reader.

JOHN WOODBURN, former NBC continuity writer, is working his way to the Orient from San Francisco to get atmosphere for a new book he plans to write.

KENT JOSEF, formerly with WJIM, Lansing, Mich., has joined WKZO, Kalamazoo, Mich., as program manager. William Cavanagh, formerly with WJAY, Cleveland, is now production manager of WKZO.

Z. WAYNE GRIFFIN, for the last eight months on the production staff of KYA in San Francisco, resigns effective Aug. 29 and will go to Los Angeles to establish himself in radio.

**A'FISHING THEY DID GO** — And record catches according to the several species were made by these radiomen. In the photograph at the left, Bob Catherwood, sales executive of WOR, Newark (dark clothes) is shown with a 270 lb. swordfish caught early this month off nearby Block Island while cruising on his yacht *Cocotte*. In the photograph at the right Phil Hennessey, NBC Washington counsel, is proudly displaying a 10 lb. salmon which he hooked in the Margaree River near Cape Breton, Nova Scotia, during his recent vacation. The salmon was one of the two largest taken from the stream this season. Can anyone else in radio beat these records?

KMBC OF KANSAS CITY

• • • Not the latest "handie," but KMBC of Kansas City presenting to the airways of the nation tested programs that have achieved national recognition. **EASY ACES**, domestic zanies, first were heard over KMBC . . . **TED MALONE** daily delves **BETWEEN THE BOOK ENDS** for Columbia listeners, coast to coast . . . **HAPPY HOLLOW** carries the nation's millions back to the Old Home Town . . . The **TEXAS RANGERS** play western music Will Rogers loved. Recorded, they are heard in **LIFE ON RED HORSE RANCH. PHENOMENON**—Electrifying History, a new recorded feature, is destined to make radio history this year. All are KMBC tested features. They will produce, because they have produced. Write or wire about them.

• •

Dr. George E. Halley, veteran radio salesman, will represent KMBC, the program building and testing station, in the sale of these and other KMBC tested features for national spot and network broadcast.


## Final Papers Are Filed For Purchase of KMPC By Richards, Fitzpatrick

ESCROW papers were filed Aug. 5 concluding negotiations whereby G. A. "Dick" Richards and Leo J. Fitzpatrick, owners of WJR, Detroit and WGAR, Cleveland, would purchase KMPC, located in Beverly Hills, from the S. A. Scherer estate for approximately $112,000. They have held the option for purchase for a year, and it was exercised July 20. (See Aug. 1 issue). The sale is subject to FCC approval.

Lewis Allen Weiss, assistant general manager of WJR, acting as agent, completed negotiations and returned to Detroit Aug. 9. Before leaving he told BROADCASTING that Richard Connor, KMPC, manager who has been ill for the last month, will continue his leave of absence, and a new head will be named. When Mr. Connor returns, he will be public relations manager and handle certain broadcasts.

The station operates on 710 kc., limited time with 500 watts. An application will be filed for an increase in power to 1,000 watts and possibly for full time. Mr. Richards spends about six months of the year in Beverly Hills. WOR, Newark, is the dominant station on the channel.

## Lipton Continues Two

THOMAS J. LIPTON Inc., Hoboken, N. J. (tea) renewed effective Aug. 13 *Ralph Kirbery* on a special NBC-Red network, Thursdays, 11:30-11:45 a. m. The 13-week renewal includes the basic Red with WLW and WTMJ, WIBA, KSTP. The sponsor also has renewed the program on WJZ, New York, for another 13 weeks, using the 7:45-8 p. m. period Mondays and Fridays. Frank Presbrey Co., New York, is agency.

## Western Union Spots

SUCH good results were obtained by the local Western Union branch in Atlanta in announcing new low Christmas greeting rates last winter, that it has contracted with WSB for a series of 26 50-word daytime and night announcements during August to promote its tourates, birthday greetings and "Thank You" messages. The account is handled direct.

## Pecos Publishers Obtain New KLAH; Other Calls

CALL letters assigned to new 100-watt stations recently authorized by the FCC: KLAH, Carlsbad, N. M., to be operated on 1210 kc. by Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller under the name of Carlsbad Broadcasting Co.; WPRA, Mayaguez, Porto Rico, to be operated on 1370 kc. by Emilio Defillo Ramirez under the name of Porto Rico Advertising Co. In addition, the FCC announced that call letters of the new 100-watter on 1370 kc. in Rapid City, S. D., recently authorized, will be KOBH instead of KBHB. Robert Lee Dean heads the group building this station. These stations are among 34 granted by the FCC since last Jan. 1. [See BROADCASTING July 1, July 15 and Aug. 1.] Mr. Hawkins and Mr. Hubbs, among the partners in the KLAH project, own the *Pecos* (Tex.) *Enterprise* and KIUN, Pecos.

LUDENS Inc., Reading, Pa. (cough drops, candy) is forbidden from selling candy to wholesalers under an arrangement that involves use of a lottery scheme when distributed to consumers, in an order handed down by the Federal Trade Commission.

# Contests on Radio Declared Overdone

## Perkins Says Medium No Longer Is In the Test-Tube Class

Mr. Perkins

OF ALL the media used to move merchandise today, radio is the one that is most abused and misused, declared L. Scott Perkins, Northern California Broadcasting System, speaking Aug. 4 at a radio meeting held by the Oakland Advertising Club. Perhaps the reason lies in the fact that radio is the infant of the media family, he suggested.

"What the man on the street thinks of radio" was the theme of the meeting. Robert W. Watson, president, presided, and Scott Weakley, production manager of KROW in Oakland, was chairman of the day. The meeting was dedicated to the Northern California Broadcasting System which comprises KJBS, San Francisco and KQW, San Jose, and also links KROW, Oakland and KGDM, Stockton.

Weakley, in the guise of the Inquiring Reporter, and located at 12th Street and Broadway, busiest intersection in Oakland, for 15 minutes questioned citizens on the merits of radio, the answers being remoted back to the Ad Club meeting.

### Regional Chains

C. L. McCARTHY, radio advisor of the regional network, one of the principal speakers at the luncheon meeting, discussed "The Story of Regional Chains", outlining the history of regional chain broadcasting as pioneered by the Yankee Network, Inter-City Group, Mason Dixon Group and Affiliated Broadcasting System. Carleton Coveny, sales manager for NCBS, spoke on "Pioneering in Concentrated Radio Coverage", and told the story of the early days of KJBS. Mr. Perkins, radio relations council for the Northern California Broadcasting System, had for his subject "What We Mean by Merchandising by Air".

"Radio sponsors must have proof of purchase in the form of a shower of soap box flaps, tin cans, beer bottle caps, or slogans of ten words or more to believe in radio," Mr. Perkins complained. "Personally it is my belief that the radio audience is fed up with hearing announcers beg for slogans and sing the praises of contests into the living rooms of American homes. Henry Ford seems to get along successfully with his radio advertising without asking the public to pare off a front fender from the family flivver, write ten words about the performance of the Ford product, and air mail it to Detroit in the hope of winning a new car. He is doing a grand job of merchandising by air with clean copy, short commercials; even the kids are heard to sing out from the street corners 'Watch the Fords Go By'. Major Bowes has a contest, but the right kind. He does not ask for proof of purchase, and has sold plenty of Chase & Sanborn Coffee.

"In laying out your air campaign, choose your radio program with care. Do not load it too heavily with commercials. Study the type of audience your product appeals to. Study the time of day that audience will tune in on the radio. Do not make radio a test-tube experiment in your advertising. Radio is out of the test-tube class. When you set your radio campaign, turn it over to competent radio men and let them handle the details for you. They know their job and are better able to make radio pay for you.

"Radio has paid for itself in many Pacific Coast firms who have used it for better than five years. Air merchandising is to my way of thinking, intelligently planned programming, clean commercial copy, not too lengthy, and used as consistently as you would other media."

## Bird vs. WGY

A LITTLE sparrow recently made WGY throw its big transmitter off the air. Kenneth Durkee, engineer of the Schenectady station, heard the bird fluttering back of the panel of the 50,000 watt transmitter. Fearing damage to transmitter as well as electrocution of the bird, Durkee switched to the auxiliary transmitter while he captured the sparrow.

## International Concert

PLANS for the first international concert to be broadcast on a world-wide network Sept. 20, 4-4:30 p. m. (EDST) have been completed. Both NBC-Red and CBS are participating in arrangements for the program, which will open with the roar of Niagara Falls and bring Indian lore, cowboy songs, spirituals, dance and rural music. The concert is first of a series under the auspices of the International Broadcasting Union, Geneva. The second will originate in Buenos Aires in February, 1937.

## CONTROLLED MUSIC

### New Type of Score Designed For Men at Panel

PHILIP G. LASKY, manager of KSFO, San Francisco, and station engineers, in collaboration with Hal Girvin, Oakland orchestra leader, has designed a new type of musical score expressly for the use of control men during dance band broadcasts.

Purpose of the monitor musical score is to indicate clearly the instrumentation of the bands, spots where the various instruments are featured and other essential points which technicians, through lack of musical knowledge, may not take into consideration when monitoring.

With this new system to aid him, the control man will need only a sense of rhythm, Lasky stated. He further declared that the score will overcome the danger of killing the individuality of dance bands by toning them all down to the same level.


KFWB

Los Angeles

OWNED AND OPERATED BY WARNER BROS. MOTION PICTURE STUDIOS

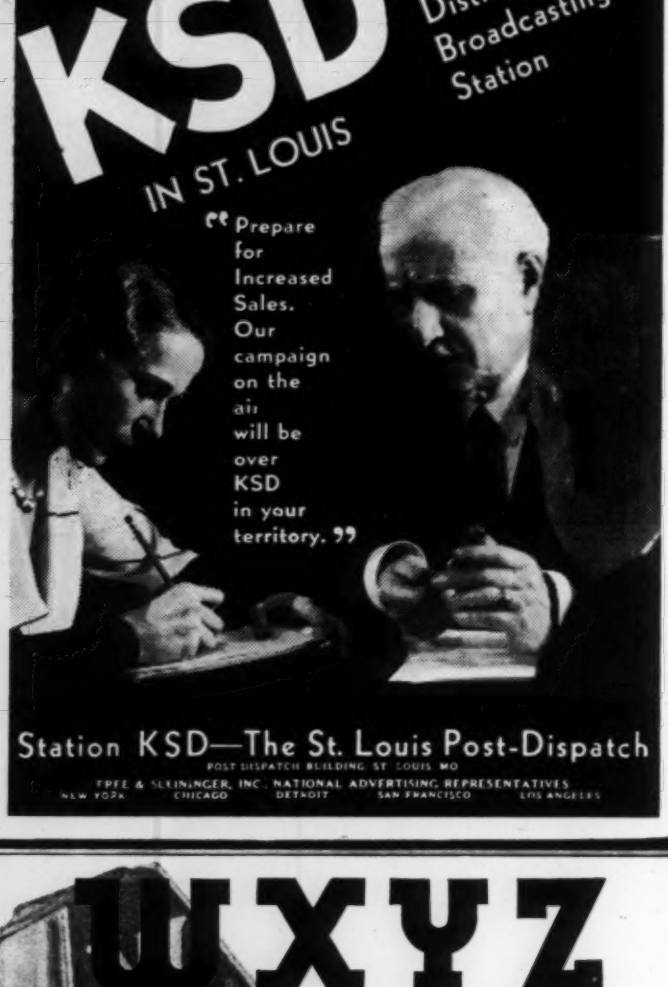
Measure the Value of your Radio Dollar

Adequate coverage at the lowest economical rate is the true index of radio value. In the great Los Angeles Metropolitan Market, consisting of 2 million potential listeners, KFWB consistently stands third or better in almost every survey during the past 5 years. On a cost-per-thousand basis, KFWB delivers these listeners at 30% to 75% less than any other major station serving this area.

KFWB

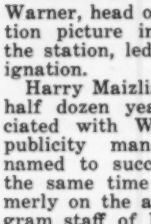
FREE & SLEININGER • *Exclusive Representatives*

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO


KSD
The Distinguished Broadcasting Station
IN ST. LOUIS
"Prepare for Increased Sales. Our campaign on the air will be over KSD in your territory."
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING ST. LOUIS MO
FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES


# Gerald King Quits As KFWB Manager

**Future Plans Not Yet Decided; Succeeded by Harry Maizlish**



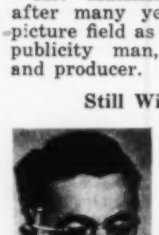
Mr. King

ENDING more than a decade of service, Gerald King, well-known Pacific Coast broadcaster, resigned Aug. 1 as general manager of KFWB, Hollywood. Differences on policy matters with Jack L. Warner, head of Warner Bros. motion picture interests which own the station, led to Mr. King's resignation.

Harry Maizlish, who for the last half dozen years has been associated with Warner interests as publicity man, was promptly named to succeed Mr. King. At the same time William Ray, formerly on the announcing and program staff of KFWB, returned to the station as sales manager.. Mr. Maizlish said no changes in personnel are contemplated at this time.

Mr. Maizlish comes to radio after many years in the motion picture field as an exploitation and publicity man, theatre manager and producer.

**Still With Standard**



Mr. Maizlish

MR. KING, who is also president of Standard Radio Inc., transcription company, will continue his active management of Coast operations of that company. Whether he will spend all of his time in the transcription field, or whether he will assume the management of another station, he has not yet definitely decided. He is considering one proposal which would allow him to direct Standard Radio while managing another broadcasting enterprise.

Meanwhile, Mr. King planned a vacation in the East beginning Aug. 15 and probably will decide upon his plans afterward. He started in radio in 1922 in Kansas City on the old WOQ, at the time Leo Fitzpatrick, general manager of WJR, Detroit, was in his heydey as the *Merry Old Chief* of the Nighthawks over WDAF.

KFWB, which has been operating with 2,500 watts daytime and 1,000 nights, on Oct. 1 will increase its day power to 5,000 watts under a recent FCC grant. Sites for a new transmitter are now being surveyed. Under the supervision of Leslie G. Hewett, chief engineer, new 450-foot towers will be erected and entirely new equipment installed.

## Fan Letter Romance

WEDDING BELLS will ring out in a quiet little English village in the near future because, five years ago, a pretty NBC stenographer chanced to add a personal postscript to the answer to a letter from a British radio fan. Marjorie Cole is the NBC stenographer whose postscript won a husband, and she sailed for England aboard the *S. S. Aquitania* early this month for the wedding ceremony Aug. 29.

## Practical Radio Courses In All Colleges Forecast

BOSTON UNIVERSITY, first big educational institution in New England to train students for the program and business end of broadcasting, through the cooperation of WEEI, held a "Behind the Scenes" night at the station Aug. 6 for summer students. Harold Fellows, new manager of WEEI, for CBS, arranged a special program to demonstrate how the station uses its newly modernized studios and equipment to originate local shows, handle programs that originate in New York, broadcast transcription shows, produce sound effects and other important workings of the station.

Ralph Rogers, in charge of radio courses at the university, predicts that it will not be long before all of the leading colleges of the country will be cooperating with broadcasting stations in training students for the program and business end of radio. When that time comes, he adds, the degree of "Bachelor of Broadcasting" will become as common as many of the other degrees now given in the fields of medicine, law, journalism and business.

KVI
COVERING THE TACOMA SEATTLE MARKETS
SEATTLE
TACOMA
FREE & SLEININGER INC.
National Representatives
Increase to 5,000 Watts
Broadens Coverage
KVI by early fall will have a new transmitter on salt water halfway between Seattle and Tacoma with increased daytime power of 5,000 watts, night 1,000 watts. Sell Tacoma and Seattle at ONE low cost.
Pioneer CBS Station in Pacific Northwest

# Purchase of WOV For $300,000 By Bulova Is Effected

### New Paulist Station Envisaged; WNEW Control for Iraci

SALE of WOV, New York, for $300,000 to Arde Bulova, watch manufacturer and station financier, in a deal that envisages a new 5,000-watt full-time station in New York for the Paulist Fathers, who in turn would lease or sell it to Bulova, was consummated with the filing of papers with the FCC on Aug. 10 for assignment of the WOV license from John Iraci to Mr. Bulova.

Although without the present approval of the Paulist Group, which has been battling incessantly for a full-time station, the transaction upsets original plans whereby CBS would have figured as the purchaser for the Paulists and then would have leased or purchased the new 5,000 watt full-time WLWL from the Paulists. Instead, Mr. Bulova has taken over the CBS phase of the negotiations by purchasing WOV, the key to the whole shift, without the consent either of the Paulists or of CBS.

It is understood that while the sale actually has been consummated, the plan embraces moves whereby Mr. Iraci will take an 80% interest in WNEW, of which Mr. Bulova is the principal owner, in lieu of his $300,000. This is conditioned upon Mr. Bulova's acquisition of the 5,000-watt full-time WLWL, however. Mr. Iraci, who asserted he did not want to sell WOV in the first place, then would continue his business on WNEW, which operates nearly full time, whereas WOV is a limited time station. Mr. Iraci remains with WOV as its manager until such a deal is consummated.

#### East Coast Net Planned

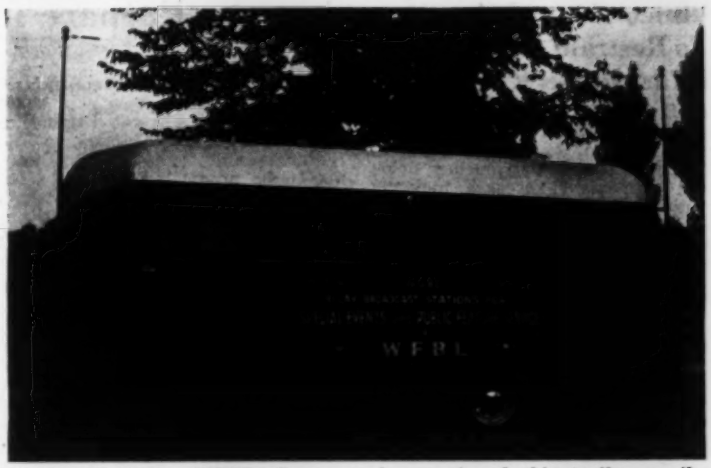
WNEW is now owned 60% by Mr. Bulova, 20% by Milton Biow, of the Biow Co., advertising agency, and 20% by Dick O'Dea, of Patterson, N. J. Under the transaction, Mr. Bulova and Mr. Biow would turn over their interests to Mr. Iraci, with Mr. O'Dea remaining. Mr. Biow, however, would not be identified with the lease or ownership of WLWL, however, as far as could be learned.

If Mr. Bulova acquires WLWL as a full-time outlet—and there is no assurance that he will—then it is expected it will serve as the key for a new East Coast network, embracing WLWL, WELI, New Haven, WNBC, New Britain and WCOP, Boston, all of which have been licensed during the last year and all of which were financed by Bulova capital. Mr. Bulova, in addition, is identified with the ownership of WTFI, Athens, Ga., which has received authority to move into Atlanta.

What the outcome of the current situation will be is problematical. The original arrangement of the Paulists with CBS hinged upon sale of WOV to the Paulists for $300,000; the junking of WOV, as such; the transfer of its facilities to WPG, Atlantic City, dominant station on the 1100 kc. clear channel, which then would acquire full time with 1,000 watts on 1130 kc; the assumption by WLWL of full time on 1100 kc. in New York, and then the leasing of the station or its outright sale to CBS for a prearranged amount with an additional $75,000 cash to the Paulists as part of the arrangement. CBS would also have advanced $25,000 for the new WPG facilities.

Even though the Paulists have stated they preferred to deal with CBS, Mr. Bulova proceeded with the purchase of WOV, evidently assuming the Paulists would be satisfied with an arrangement with him identical to that in which CBS was involved. This was on the theory that Mr. Iraci would be permitted to remain in business while the Paulists would be guaranteed the same amount of time over WLWL under his operation as had been planned under the CBS deal.

Another complicating factor, however, is the pending application of St. Michaels Protestant Episcopal Church, of Brooklyn, for the WOV facilities. While the Iraci-Bulova application for assignment of license is not necessarily affected, it does mean that a hearing may be forced on the WOV renewal of license unless the St. Michaels application is withdrawn or otherwise disposed of. The transfer also requires FCC approval.



TRAIL BLAZER—WFBL, Syracuse, has equipped this trailer, easily attachable to any auto, to carry its three shortwave transmitters for special events and public address purposes at big gatherings.

## Stalemate in Canada

NO changes in the Canadian Radio Commission's lineup are at present contemplated, according to Commissioner W. A. Steel. Queried regarding moves of the Toronto stations CRCT and the CRCX shortwave transmitter, announced some time ago, Col. Steel stated "nothing will be done to any station until after the reorganization of the Canadian Radio Commission. Nothing is being considered by the government at the present time." The new broadcast stations which the Commission had in mind will not be erected for some time. Meanwhile CFCH, North Bay, Ont., has joined the Commission's network.


**WOL**

**FIRST among local stations in the United States in Total Business.**

**Washington, D. C.**


## Radio Departmental

RADIO departmental meeting of the San Francisco Advertising Club will be held in the Palace Hotel there, Aug. 20, with Nathan Danziger, president of the organization, presiding as chairman in the absence of Clyde Coombs, NBC account executive, who is on vacation. Philip G. Lasky, manager of KSFO in San Francisco, will review the NAB convention activities. Lindsey Spight, Pacific Coast manager of John Blair & Co., station representatives, will discuss the last 12 months of radio and prospective developments.

## TIPS TO TRAFFIC

### WBBM Guides Sunday Autoists By Plane Broadcasts

WBBM, Chicago, has taken to the sky to direct Sunday motorists to the least congested highways. First of the series started Aug. 1 when Lester J. Laird, of the sheriff's highway police, circled Cook County in a TWA airliner during the traffic rush at 7-7:15 p. m., with Thomas Bartlett, WBBM announcer.

A large map of the surrounding area is mounted in the plane. Broadcasts are picked up on 2790 kc. from a special transmitter. When weather prevents flying, Laird will gather information from roving squad cars and broadcast from WBBM studios in the Wrigley Bldg.


**NEW**

**WROK - Rockford**

**Full Time Operation**

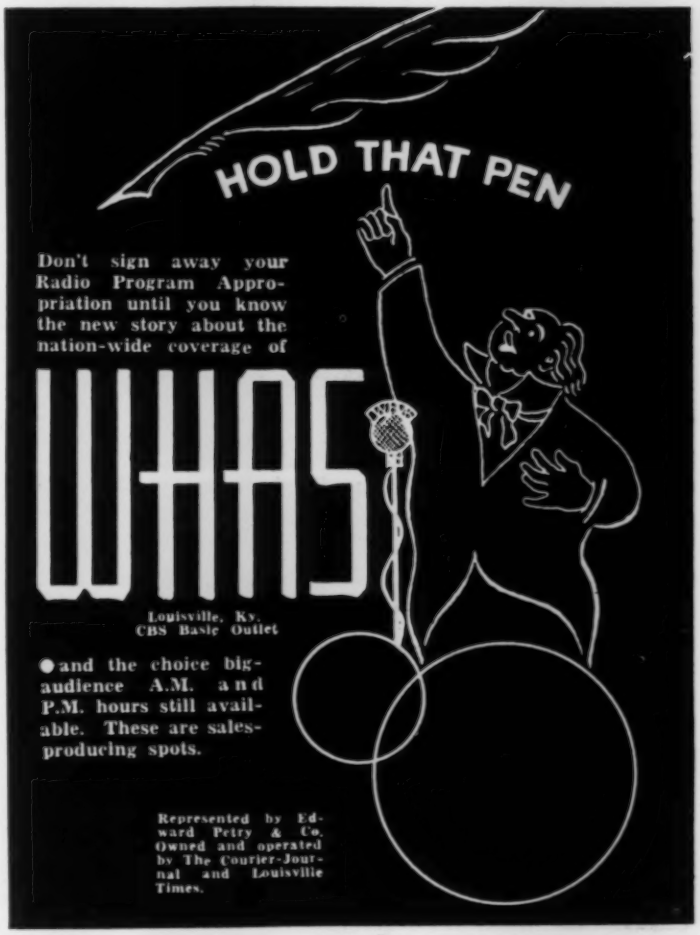
**240′ Vertical Radiator**

**New Speech Input Equipment**

**Intense Coverage**

**NORTHERN ILLINOIS**
**SOUTHERN WISCONSIN**




HOLD THAT PEN
Don't sign away your Radio Program Appropriation until you know the new story about the nation-wide coverage of
WHAS
Louisville, Ky.
CBS Basic Outlet
● and the choice big-audience A.M. and P.M. hours still available. These are sales-producing spots.
Represented by Edward Petry & Co.
Owned and operated by The Courier-Journal and Louisville Times.

## C. W. Fitch Is Named NBC Personnel Manager

C. W. FITCH, former director of exhibits for the Chicago Century of Progress Exposition under Lenox R. Lohr, who was general director of the fair and who is now NBC president, on Sept. 1 will join NBC as manager of personnel. His position will be part of the general service department recently organized by Mr. Lohr, of which Walter G. Preston is chief.

Mr. Fitch, like Mr. Lohr, is a native of Washington and a former Army officer, resigned Aug. 15 as assistant director of the PWA Housing Division, a position he has held since his service with the Chicago fair in 1934. He is a 1910 civil engineering graduate of Cornell, served during the war as a lieutenant colonel of engineers and was a partner in the Washington engineering firm of Lyon & Fitch Inc. until he joined the Chicago exposition staff.

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HERBERT F. McLAURY, for the last 13 years advertising manager of the Burlington Railroad, has been appointed advertising manager of the Association of American Railroads with offices in the Transportation Bldg., Washington.


LOCALLY OWNED—NATIONALLY KNOWN

KSTP

NORTHWEST'S LEADING RADIO STATION

MINNEAPOLIS — SAINT PAUL


## Philco Seeks Injunction To Restrain Alleged RCA Effort to Get Trade Data

THE BITTERNESS of feeling prevailing between RCA and Philco, rivals in the radio set manufacturing and distributing fields and in television research, took the form of a lawsuit filed in the New York Supreme Court Aug. 5 by Philco Radio & Television Corp. against RCA and its subsidiary, RCA Mfg. Co.

The Philco company, a licensee of RCA patents, accused RCA of engaging a detective bureau to seek "information concerning the confidential methods, business methods, trade practices, designs and technical and scientific developments and processes of the plaintiff." It named John S. Harley Inc., described as a detective agency, as defendants, and charged agents of that concern dined and feted Philco women employes in an effort to get the company's business secrets. An injunction to restrain the defendants from alleged unfair and illegal business practices was sought.

Col. Manton Davis, RCA vice president and general counsel, in a statement issued when the suit was filed declared: "We intend to answer this complaint and vigorously deny its allegations. There is no foundation whatsoever to the charge that RCA has by espionage or any improper means attempted to obtain information as to the laboratory research, designs, distribution policies or any other trade secrets of Philco."

## Stations Prepare for October Hearings

(*Continued from page 20*)

gional stations on low frequencies, the executive committee said that it had been formally voted that the organization must be open to all regionals and that the plan was not to be predicated on favors to any particular group. It said that time, as yet, has not permitted the engineers and attorneys definitely to lay out formal answers to the various questions propounded by the FCC but that the work was going forward and that in a few weeks the executive committee would meet with counsel on the tentative recommendations.

### Need of Change

IN THE petition filed with the FCC, the organization stated:

"The studies made by petitioners both as individuals and collectively as the executive committee of the aforesaid association, and information which has been brought to the attention of petitioners indicates that it should propose a change in the rules of the FCC by which regional radio broadcast stations would be permitted to operate with 5,000 watts at night. Petitioners believe that equity dictates the existing radio stations of the country should be permitted first to improve their own operating conditions and to increase and enlarge the scope of their usefulness to the public before new stations are permitted to operate.

"Petitioners believe that the status quo of all the regional frequencies should be maintained until after the hearing which will begin on Oct. 5, 1936 and until the Commission has had opportunity to study the evidence adduced at said hearing and to formulate rules and regulations to govern regional broadcast stations thereafter. There are numerous applications to construct new stations or to change local stations to regional frequencies now pending before your honorable Commission which, if granted, would have the effect of interfering with the operation of many regional stations with 5,000 watts power at night. Petitioners believe that final consideration of such applications should be postponed until after the Commission shall have determined what power regional stations will be permitted to use in the future. (It is not the purpose of this petition to request that the Commission postpone the granting of 5 kw. power for daytime operation to existing regional stations.)"

Mr. Alcorn, in his letter to the regionals in the band from 1220 to 1450 kc., brought out that during the NAB convention in Chicago, a meeting was held attended by a limited number of representatives of regional stations, to organize and prepare for the hearings and for furthering certain undisclosed aims. He said attendance was restricted, apparently to those regionals on the lower frequencies, with the exception of certain high-power regionals, and that representatives of other regionals were refused admittance. He referred to an article in the Nov. 1, 1935 issue of BROADCASTING as indicating the sort of issue likely to arise at the hearing in connection with higher power on certain regional channels.

Mr. Alcorn said he felt that there is no reason, technical or otherwise, why all regional stations, without discrimination as to locality, frequency or network connection (if any), should not be permitted a horizontal increase from 1 to 5 kw., night and day. It would be grossly unfair and discriminatory, and unsound technically, he added, for some regionals to be permitted to increase while others serving the same community or using an adjacent frequency, are restricted to their present power. Particularly, said he, would it be unfair to grant this privilege to low frequency regionals.

Disagreeing on the opposition to "supernower", Mr. Alcorn said his investigation revealed that "too much of a smoke screen is being raised on the fact that certain clear-channel stations have applied for increase of power to 500 kw., and too little attention has been given to the fact that a few regional stations expect to obtain these discriminatory increases to 5 kw. On the whole, a 500 kw. clear-channel station would not materially affect the competitive situation so far as regional stations are concerned, particularly since such a station will have to increase its rates and its additional coverage will not, for the most part, be in territory now served or sold by regional stations. In any event, we should not allow our attention to be distracted from the proposal that a few regional frequencies be opened up to 5 kw. and that the others remain in their present condition or be made worse."


Public Notice!

The New Transcription Feature

"Your Child's Welfare Court"

Produced by

PICTORIAL REVIEW MAGAZINE

Is fully protected by copyright and priority—and any infringement will be prosecuted.

•

For information, stations, agencies and sponsors are requested to communicate with

PICTORIAL REVIEW MAGAZINE

316 West 57th St. New York City

WSOC

Still has some choice spots open for your fall campaign.

WSOC is a real producer, because it has the listeners and the listeners have money to spend.

WSOC Charlotte, N. C.
NBC AFFILIATE
Representatives
Hibbard Ayer, New York
A. T. Sears & Son, Chicago

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to produce and originate a network program!

# Longer Licenses For Stations Seen

*(Continued from page 7)*

stated in responsible Commission circles that a part of any plan worked out by the FCC will be longer licenses. It is not suggested, however, that the licenses will be for longer than one year. Even that would be an improvement, but it would not satisfy the industry, particularly since the law, from the time of its enactment in 1927, made provision for three-year licenses for broadcasting stations in the discretion of the Commission.

At the NAB convention in Chicago last month, the membership adopted its perennial resolution favoring issuance of station licenses for at least three years. Nothing more was done at the convention but it is known that strong sentiment exists for an intensive campaign to deliver longer licenses.

Industry spokesmen repeatedly have brought out that the broadcasting industry is placed in an unfavorable light with competitive media, such as newspapers, because of the lack of stability of the industry. Unlike the newspaper industry, broadcasting stations live by sufferance of a government franchise, presumably cancellable at the will of the licensing authority. This argument has been used with telling effect, it is contended, against broadcasting.

The Administration, it is generally conceded, is sympathetic to longer license tenures. The friendliness to radio grows out of a feeling on the part of Administration leaders that newspapers, generally, are unfriendly to the New Deal. The report is current in Washington, for example, that the Administration figures that possibly 80% of the total newspaper circulation of the country is anti-New Deal.

Broadcasting, on the other hand, has shown itself to be clearly nonpartisan except in one or two remote instances. Only by using radio, in the opinion of Democratic chieftans, can the true uncolored story of the New Deal be carried to the public. That, fundamentally, is the reason for the New Deal's affection toward radio.

### Freedom of the Air

BOTH of the political parties, in their platforms, pronounced themselves unequivocally in favor of freedom of expression and of the radio. Neither, however, took formal cognizance of the longer license plea of broadcasters. Both, it can be said now, had considered the longer license phase as a possible plank in their platforms.

The Landon organization is also decidedly pro-radio. To handle the public relations and publicity for the Republican campaign, two publicists well-known in radio were selected — Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago, and A. H. Kirchhofer, managing editor of the *Buffalo Evening News*, which operates WBEN and WEBR. Mr. Blackett is the head of the agency which for several years has led in the placement of radio business. He is radio-wise and was instrumental during the preconvention period in having Gov. Landon trained for his microphone work.

While there has been no official announcement, it is understood that Republican chieftains have indicated that they might favor an immediate five-year license for broadcasting stations if elected to office in November, which of course would require a change in the law rather than a mere FCC fiat.

There hasn't been one word of complaint from either of the major political parties or, for that matter, from the smaller groups, against the allocation of time for political broadcasts—at least not since ex-G.O.P. Chairman Fletcher's outburst of last Spring over the refusal of networks to carry his *Liberty at the Crossroads* anti-New Deal dramatizations. The highest praise has been voiced by spokesmen of practically all of the groups for the manner in which networks and stations handled the broadcasts of the major conventions in June.

Gov. Landon, as reported exclusively in the March 1 issue of BROADCASTING, expressed himself in favor of free radio. This was supplemented by Col. Frank Knox, Republican vice-presidential nominee, in a letter to BROADCASTING published in the July 15 issue in which he pointed out that the Republican platform reiterated the fundamentals expressed in the Constitution itself on free speech and free press.

### President's Position

PRESIDENT ROOSEVELT on several occasions has made clear his views with respect to freedom of the radio. His most recent expression was in his letter to BROADCASTING on the occasion of the NAB convention in which he declared himself against any disturbance of freedom of speech and against monopoly in radio either public or private.

Because of the hullabaloo over freedom of the air and alleged censorship of radio during the last year, it seems certain that this subject will be injected into the campaign now under way. Not only spokesmen in the presidential campaign itself but also those battling for Congressional and State posts may raise the issue.

The argument of the broadcasting industry doubtless will be that longer licenses will tend to obliterate entirely the allegations of Government censorship of broadcasting. It is aptly pointed out that broadcasters, because of the short license, keep their ears tuned to Washington lest they be confronted with situations which might embarrass them at the time their licenses are before the commission for renewal.

On all sides it is pointed out that broadcasters would have greater freedom in program presentation and "editorial selection" through longer licenses. They would thus be removed from the field of possible government interference with their program presentations. A three-year license, it is contended, would remove any danger of program censorship and would result in a vastly greater freedom of expression over the air by minority groups.

One of the arguments against longer licenses which has been advanced from time to time has been that of making it more difficult for the Commission to change broadcasting station assignments in the public interest. It has been argued, for example, that with a short license term, the Commission is in the position of being able to change station assignments at the end of a particular license period. If licenses ran for three years, it is contended, the Commission might have to wait until the expiration of the three-year licenses before being in position to order changes.

Proponents of this view admit that the Commission can exercise its power of revocation—that is, revoke a license at any time on proper grounds. But they point out that this places the burden of proof upon the Commission as to why the license should be revoked, whereas under ordinary renewal procedure the burden rests with the station to show cause why its license should be renewed.

On the other hand, the law contains a provision which allows the Commission to call in a license renewal at any time, thus leaving the burden of proof upon the licensee. However, under that provision, the license cannot be disturbed until the expiration of the period for which it was issued.

All things considered, it now appears that chances for a one-to-three year license for stations are excellent within the next year.

Hello!
Miss Schuebel
of the Biow Company
Remember our presentation of WMBD for Bulova Time Signals?
— How we covered Peoria and Central Illinois, and have now INCREASED that coverage?
— How advertisers have doubled and trebled their budgets with us in the past 2, 3 and 4 years?
Shoot in that Bulova contract NOW . . . at the old rates. They go up September 1st.
Member CBS Network
WMBD
PEORIA, ILLINOIS

WHEN THIS AD WAS WRITTEN . . .

. . . . a few choice periods still were available on Pittsburgh's FIRST Station.

Those periods will not be open long.

You should sell Pittsburgh this Fall.

The most economical (proven) way to do it is through—

WCAE

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by
FREE & SLEININGER

STANDARD RADIO INC.
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

# The Business of Broadcasting

**Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations**

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WOR, Newark

College Inn Food Products Co., Chicago (tomato juice cocktail) on Sept. 15 starts 3 weekly *sp*, thru Blackett - Sample - Hummert Inc., Chicago.
Walker Gordon Laboratory, Plainsboro, N. J. (acidolphilus milk), 3 weekly *sp*, thru Donahue & Coe Inc., N. Y.
Boston Food Products Co., Boston (Prudence Corned Beef Hash), 3 weekly *sp*, thru Ferry-Hanly Adv. Co., N. Y.
Noxema Chemical Co., Baltimore (cosmetics) on Aug. 18 starts 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food) on Oct. 13 renews 3 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.

### KYA, San Francisco

Chevrolet Motor Co., Detroit (motor cars), 2 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.
H. R. Bassford Co., San Francisco (Kelvinator refrigerators), weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.
Anglo-California National Bank, San Francisco (banking), 42 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Boeing School of Aeronautics, Oakland, Cal., (course in aeronautics), 14 weekly *sa*, thru J. Walter Thompson Co., San Francisco.

### WGY. Schenectady

Tide Water Oil Co., New York (gas, oil), 3 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.
Delaware, Lackawanna & Western Coal Co., New York (Blue coal), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Niagara Hudson Power Co., Buffalo, 3 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
New York Deisel Institute, New York (instruction), daily *sa*, thru DeRouville Adv. Agency, Albany.

### WMAQ, Chicago

Armand Co., Des Moines (cosmetics), weekly *sp*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Chicago & Northwestern Railway, Chicago, daily *sa*, thru Caples Co., Chicago.
Peter Fox Brewing Co., Chicago (Fox beer), weekly *sp*, thru Gale & Pietsch Inc., Chicago.
Griffin Mfg. Co., Brooklyn (shoe polish), daily time signals, thru Bermingham, Castleman & Pierce Inc, N. Y.

### WBT, Charlotte, N. C.

Reliance Mfg. Co., Chicago (Big Yank shirts), weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Comet Rice Co., New York, weekly *sp*, thru Tracy-Locke-Dawson Inc., N. Y.
Dodge Bros. Corp., Detroit (autos), 18 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

### WDNC, Durham, N. C.

Carter Medicine Co., New York (liver pills), 10 weekly *ta*, thru Street & Finney Inc., N. Y.
Adam Scheidt Brewing Co., Norristown, Pa., 5 daily *sa*, thru Richard B. Foley Adv. Agency, Philadelphia.

### WKBZ, Muskegon, Mich.

Household Finance Corp., Chicago (personal finance), 12 weekly *sp*, thru Charles Daniel Frey Co., Chicago.
Grand Rapids Brewing Co., Grand Rapids, 100 *sa*, thru Stevens Inc., Grand Rapids.
Eberle Brewing Co., Jackson, 100 *sa*, direct.
Haehnle Brewing Co., Jackson, 100 *sa*, direct.
Hemphill Deisel Schools Inc., Detroit, 12 *sa*, thru R. H. Alber Co., Los Angeles.
Mission Dry Corp., Los Angeles (beverage), 24 *sa*, thru McCarty Co., Los Angeles.

### WHK, Cleveland

Milan Brewing Co., Cleveland, 6 *t*, thru Richardson - Oswald Inc., Cleveland.
C. S. Welch Co., New York (Bathasweet), 39 *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Beneficial Management Corp., New York (loans), weekly *sa*, thru Albert Frank-Guenther Law Inc., N.Y.
Compagnie Parisienne Inc., San Antonio (perfume), 12 *t*, thru Northwest Radio Adv. Co., Seattle.

### KFRC, San Francisco

H. S. Bassford Co., San Francisco (Kelvinator refrigerators), weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.
Chevrolet Motor Co., Detroit (motor cars), 2 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.
Ford Motor Co., San Francisco (motor cars), 2 weekly *t*, thru McCann-Erickson Inc., San Francisco.

### WGN, Chicago

Continental Baking Corp., New York (Wonder bread, Hostess cake), 52 *sp*, thru Batten, Barton, Durstine & Osborne Inc. N. Y.
Murine Co., Chicago (eye wash), 52 *sp*, thru Neisser - Meyerhoff Inc., Chicago.
Estate Stove Co., Cincinnati, 26 *sp*, thru Ralph H. Jones Co., Cincinnati.

### KGVO, Missoula, Mont.

Consumers Finance Co. of Cal., Los Angeles, 3 weekly *t*, thru Erwin, Wasey & Co. Ltd., Los Angeles.
Washington Motor Coach, Seattle, 3 weekly *sa*, thru Beaumont & Hohman Inc., Cleveland.

### WENR, Chicago

Chicago Evening American, Chicago (newspaper), weekly *sp*, direct..

### WHP, Harrisburg

Ex-Lax Mfg. Co., Brooklyn (proprietary), 78 *t*, thru Joseph Katz Co., Baltimore.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Packer Mfg. Co., New York (Scalptone), 2 weekly *ta*, thru Blackman Adv. Inc., N. Y.
Allis Chalmers Mfg. Co., Milwaukee (harvesters), 13 *t*, thru Bert S. Gittins, Milwaukee.
Lever Bros. Co., Cambridge (Lifebuoy), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge (Spry), 2 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Richfield Oil Corp., New York, 3 weekly *t*, thru Fletcher & Ellis Inc., N. Y.

### KSFO, San Francisco

Boericke & Runyon Co., San Francisco (Eopa remedies), 3 weekly *sp*, thru Doremus & Co, San Francisco.
Roman Meal Co., Tacoma, Wash (Speed-I-Mix cereal), 6 weekly *sp*, thru Milne & Co., Seattle, Wash.
C. S. Welch Co., New York, (Bathasweet), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
H. S. Bassford Co., San Francisco (Kelvinator refrigerators), weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.

### WNAC, Boston

Westinghouse E. & M. Co., Boston (electrical equip.), 2 weekly *t*, thru Fuller & Smith & Ross Inc., Cleveland.
Delaware, Lackawanna & Western Coal Co., Boston (Blue coal), on Sept. 29 starts 52 *t*, thru Ruthrauff & Ryan Inc., N. Y.

### KFQD, Anchorage, Alaska

Acme Breweries, San Francisco (beer), weekly *t*, (Audisk Corp. *Blair of the Mounties*), thru Emil Brisacher & Staff, San Francisco.

### KJBS, San Francisco

Boeing School of Aeronautics, Oakland, Cal. (aeronautic course), 14 weekly *sa*, thru J. Walter Thompson Co., San Francisco.

### WLS, Chicago

Oshkosh Overall Co., Oshkosh, Wis, 180 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Moulding - Brownell Corp., Chicago (limestone), 6 weekly *sa*, direct.
Collingbourne Mills, Elgin, Ill. (yarn), 33 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Morton Salt Co., Chicago (sausage seasoning, smoked salt), 78 *sa*, thru Wade Adv. Agency, Chicago.
Carter Medicine Co., New York (liver pills), 80 *ta*, thru H. H. Good Adv. Co., N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 312 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Gillette Rubber Co., Eau Claire, Wis. (tires), 26 *sp*, thru Cramer-Krasselt Inc., Milwaukee.
McKenzie Milling Co., Quincy, Mich. (pancake flour), 78 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
G. E. Conkey Co., Cleveland (poultry feeds), 67 *sp*, thru Rogers & Smith Adv. Agency, Chicago.

### KNX, Hollywood

C. S. Welch Co., New York (Bathasweet), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Roman Meal Co., Tacoma, Wash. (Speed-I-Mix), 5 weekly sa, thru Milne & Co. Inc., Seattle.
Union Pacific Stages, Omaha (transportation), weekly *sp*, thru Beaumont & Hohman Inc., Omaha.
Knox Co., Los Angeles (Cystex), weekly *sp*, thru Allen C. Smith Adv. Co., Kansas City.
Power Seal Co., Los Angeles, 13 *sa*, thru Jefferson Kaye Wood, Los Angeles.
Western Bakers Corp., Los Angeles, 6 weekly *sa*, thru Scholts Adv. Service, Los Angeles.

### KGO, San Francisco

Baldwin Laboratories Inc., Saegertown, Pa. (insecticide), 4 weekly *sp*, thru Young Co., Erie, Pa.
Maybelline Co., Chicago (eye-lash dye), 5 weekly *sa*, thru Cramer-Krasselt Co., Milwaukee.
Hale Bros., San Francisco (furs), weekly *sp*, thru Frank Wright & Associates, San Francisco.
Hirsh & Kaye, San Francisco, (optical and photo supplies), weekly *ta*, placed direct.
Par-Score Inc., San Francisco, (bridge novelties), 5 weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

### WEAN, Providence

New England Steamship Lines, New York, 7 *sa*, thru Wendell P. Colton Co. Inc., N. Y.
Durkee-Mower Inc., Lynn, Mass. (marshmallow fluff), 26 *sp*, thru Harry M. Frost Co., Boston.
Tide Water Oil Co., New York, 6 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.
Pawtuckett Star Pub. Co., Pawtuckett, R. I., 7 weekly *sp*, thru Chambers & Wiswell Inc., Boston.

### WHAM, Rochester

Dodge Bros. Corp., Detroit (autos), 7 *sa*, 11 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Hemphill Deisel School, Long Island City, N. Y., 2 *sa*, thru Equity Adv. Co., N. Y.
Little Crow Milling Co., Warsaw, Ind. (mill supplies), 6 weekly *sp*, direct.

### KGMB, Honolulu

A. Schilling & Co., San Francisco (coffee, tea & spices), 6 weekly *sp*, thru M. E. Harlan Adv. Agency, San Francisco.

### WHIO, Dayton

Ford Motor Co., Dearborn, Mich. (autos), weekly *t*, thru McCann-Erickson Inc., Cleveland.

### WMCA, New York

Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

## They'll Do It Every Time

-COMING TO YOU FROM THE CASABA CLUB WHERE YOU HOB-NOB WITH CELEBRITIES - AND WHAT A NIGHT IT IS HERE TONIGHT! SEEMS LIKE ALL HOLLYWOOD IS HERE - AH, THERE'S DING CROSBLEY AND SHIRLNA JOY JUST DANCING BY THE MIKE - HOWNA DING OL' BOY —
THAT GUY'S WASTING HIS TALENTS. HE OUGHT TO BE WRITING BED-TIME STORIES. EVEN THE COCKROACHES HAVEN'T SHOWED UP TONIGHT
YOU SAID IT- ONE MORE WEEK LIKE THIS AND THE CREDITORS WILL LOWER THE BOOM ON THE JERNT.
YEH- THERE'S THE PRINTER AND HIS WIFE OVER THERE NOW TAKING THE BILL OUT IN TRADE AND NO TIP- NO TIP!

*Philadelphia Inquirer—Public Ledger*

## AGENCIES AND REPRESENTATIVES

FRED IBBETT, radio director of Aubrey, Moore & Wallace Inc., Chicago, is due in Hollywood in mid-August to start work on resumption Sept. 4 of *The First Nighter* for Campana Corp., Batavia, Ill. (Italian Balm, Dreskin). A new leading lady will be selected.

EMERSON FOOTE, for the last year a partner in Yeomans & Foote, San Francisco agency, has sold his interest to Lewis H. Yeomans and has gone to New York to join the research department of J. Stirling Getchell Inc. Firm name of Yeomans & Foote will be retained, with Yeomans as sole owner.

KERMIT K. SCHAFER, former free lance radio writer, and William Slater, formerly with Paramount and United Artists, have formed a radio and movie publicity firm with offices in the RKO Building, New York.

CAMPBELL-SANFORD ADV. Co., Cleveland, has opened a branch at 342 Madison Ave., New York., with Fred W. Koenig in charge.

HOWARD ALMON, formerly account executive with McCann-Erickson Inc., San Francisco, has joined the staff of Botsford, Constantine & Gardner, that city.

EDITH M. ABBOTT, for the last eight years radio account executive of Botsford, Constantine & Gardner, San Francisco, on Aug. 1 joined the Frederick Seid Adv. Agency, that city, in a similar capacity. Clifford E. Griffin, formerly in the promotional department of Schwabacher-Frey Co., that city, has also joined the Seid agency as account executive and will handle radio along with other accounts.

JOSEPH O'CONNOR Adv. Agency and Merchandising Organization, San Francisco, has combined its Whitcomb Hotel and Russ Bldg. offices and moved into a new location in the Hobart Bldg. June Myers is in charge of radio.

THEODORE A. NEWHOFF Adv. Agency, Baltimore, on Aug. 10 moved to the Calvert Bldg., that city and changed the firm name to Newhoff-Kaufman Adv. Agency. Personnel is unchanged.

DON C. ROBBINS, who recently resigned as San Francisco manager of Walter Biddick Co., station representatives, is vacationing in Merced, Cal., and will announce his new affiliation Sept. 1.

BACHENHEIMER - DUNDES - FRANK Inc., New York, is the new firm name of the former Bachenheimer-Dundes Inc., that city.

CHURCHILL - HALL Inc., New York, has changed its name to H. B. LeQuatte Inc., New York. No change of ownership, management, or personnel is involved. Mr. LeQuatte has been president of the agency for the last 16 years and also is president of the Advertising Club of New York and a vice-president of the Advertising Federation of America.

HENRY HOHMAN, president of Beaumont & Hohman Inc., from Chicago, is in San Francisco conferring with W. E. Travis, president of the Pacific Greyhound Lines Inc., on a proposed network program for the Greyhound Corp. Hohman, who arrived in San Francisco Aug. 10, will make a tour of the Pacific Northwest before returning East.


INDUSTRIES
are operating at capacity in Gadsden. Business is good in Gadsden, Ala.
**WJBY**


## Ruthrauff & Ryan Names Underwood to Aid Kirk

Mr. Underwood

WITH Myron P. Kirk promoted Aug. 1 to the vice presidency of Ruthrauff & Ryan Inc., New York, in charge of the agency's radio department, Cecil Underwood will join the agency's New York radio staff on Aug. 15 while Edward L. Dunham, Ben Larson, Nathan Tufts, Clark Andrews, Byron Snowden and F. B. Ryan Jr. continue in radio production. Miss Elizabeth Ryan continues as radio time buyer. S. Heagen Bayles is assistant to Mr. Kirk. Mr. Underwood resigned last month as program manager of the NBC Hollywood studios, and his place is being taken by Sid Godwin, night program supervisor in San Francisco, effective Aug. 15. Mr. Godwin has been with NBC since 1930, coming from the announcing staff of KGW, Portland.

Don E. Gilman, NBC Pacific Division vice president, announced Aug. 8 that Richard Eilers has been elevated to night program supervisor. Paul Gates, announcer, becomes assistant to William Andrews, chief announcer.

### NBC Mail Sets Record

FIVE records in fan mail are claimed by NBC for the first six months of 1936, with a "considerable portion" of the letters having been written in response to offers by sponsors. The records: Best six months, with 4,006,517 letters; best March, with 1,015,685 letters; best April, with 898,265 letters; best June, with 560,551 letters; best single month in NBC history, March. NBC found that 88% of the mail this year was written as a result of daytime programs. The daily average mail during the period was 27,000 pieces. The record day, over 100,000 pieces, was during March.

SAM PIERCE has resigned from the continuity department of KHJ, Los Angeles, to join Hixson-O'Donell Inc., that city, as head of the agency's radio department.

PRESTON PUMPHREY, at one time a member of the New York radio department of Benton & Bowles Inc., has joined Bruce Chapman-Jesse Butcher Inc., New York, radio producers, as general production director.


LANG-WORTH
*planned programs*
TAX FREE DANCE MUSIC
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York


## RADIO ADVERTISERS

WESLEY I. NUNN, who has directed the radio and other advertising campaigns of Continental Oil Co., Ponca City, Okla., late in July became advertising manager of Standard Oil Co. of Indiana, Chicago, succeeding A. N. Steele, resigned.

PHILLIPS PACKING Co., Cambridge, Md. (canned food), has named Blackman Adv. Inc., New York, as agency for all its advertising.

HOLIHAN BROS., Lawrence, Mass. (beer), is advertising through Chambers & Wiswell Inc., Boston. Radio is included.

ELIZABETH ARDEN, New York (cosmetics), has named Kimball, Hubbard & Powel Inc., New York, to handle its account.

PROCTER & GAMBLE Co., Cincinnati, has named Blackett-Sample-Hummert Inc., Chicago, to service its Lava Soap account.

PISO Co., Warren, Pa. (proprietary) has appointed Lake-Spiro-Cohn Inc., Memphis, to service its fall campaign which will include radio and other media.

FORSON LABORATORIES Inc., New York (Nu-Myst vaporizer, inhalant), planning to use radio and other media, has named Kimball, Hubbard & Powel Inc., New York, as its agency.

A. WITTNAUER Co. Inc., New York (Longine watches), will resume radio advertising through Arthur Rosenberg Co. Inc., New York.

PETER FOX BREWING Co., Chicago, has named Schwimmer & Scott Adv. Agency, Chicago, as its agency.

KINGS BREWERY, Brooklyn, is now placing advertising direct.

WOAI, San Antonio, carried 19½ hours of sponsored political programs in 28 days.


**BOUND**

*To Give Greater Value!*

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

**$3.00 POSTPAID**

(Your Name in Gold 25c Extra)

**BROADCASTING**
Broadcast Advertising
National Press Bldg.,
Washington, D. C.

**WE HAVE STATED in our previous ads that we can show you a definite increase in your sales. If you will get in touch with us or our representative we can show you definite facts and figures to substantiate our claims and leave the decision entirely up to your own judgment.**

**THOMAS PATRICK INC.**
**HOTEL CHASE ST. LOUIS, MO.**
REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

**KWK**

# QUALITY TIME IN FORT WORTH

## KFJZ Uses Band Transcriptions, Humor and Time Announcements for Early Morning Hour

By ELBERT HALING
KFJZ, Fort Worth

WHAT TO do with the early morning hours has caused the program directors of larger stations than KFJZ, Fort Worth, to let down their hair in supplication to the peculiar whims of the early morning listener. *What* to present was not so much the difficulty as ascertaining *what to present that would be listened to* by those in KFJZ's metropolitan and rural primary area. It was ascertained after a survey that the greater proportion of the KFJZ audience was reading the paper, eating breakfast, or preparing for work between the hours of 7 and 8 a. m. A different than ordinary program by a small independent station is necessary to attract people with such listening habits. *Quality Time* was the answer!

Being an independent station with no network affiliation and unable to secure a band that would compete with those on competing higher powered stations, electrical transcriptions came to the rescue. Being a subscriber of the *NBC Thesaurus* and with ready access to the latest recordings, KFJZ obtained a break in this regard. Next, what type of music should be used to merit attention? The other stations were checked at this time and it was found that without exception every local was featuring popular music. Just to be different, therefore, it was decided to mingle band and martial airs with popular music on *Quality Time*.

To compete with listeners who use their morning radio programs as a background for newspaper reading and prop that worthy article before the sugar bowl on the breakfast table, news flashes are presented at regular intervals during *Quality Time*. These bulletins are received via shortwave and are supplied by Radio News Association. Each news period is preceded by a brief buzzer attention signal. Cleverly interwoven with the variety music are "Interesting Facts About Texas", thus affording an excellent combine with the Texas Centennial.

**QUALITY TIME — Worth Food Markets, largest food store organization in the Fort Worth area, use 20-foot antenna masts before their stores to advertise their participation as one of the four sponsors of the cooperative "Quality Time" program over KFJZ.**

### Obvious Humor

REALIZING that too much humor of a too subtle nature is not the best breakfast food in the world, only a few anecdotes are used on the *Quality Time* feature. As two announcers work the period regularly it is a simple matter to work in routines of rather obvious humor. And not to overlook the suburban philosophers, a "Thought For the Day" forms an integral feature of the program. Listeners are invited to send in their favorite philosophical gems and humorous stories, and from the large number submitted definite proof of the period's popularity is obtained in part.

Each quarter-hour of *Quality Time* is sponsored by a separate and evidently well-satisfied sponsor. On July 15 the program was in its third month of consecutive daily programs excepting Sundays. The current sponsor list includes four of the leading advertisers in the Fort Worth trade territory: Pat Crow, prominent refrigerator dealer; Duncan Coffee Co.; Renfro Drug Stores, 20 in number, and the Worth Food Markets, 13 in number.

The Renfro Drug Co. has banners in each of its stores calling attention to Renfro's participation in *Quality Time*. One week their soda fountain even featured a creation known as a "KFJZ Special". The Worth Food Markets, which by the way, is the largest group of food stores in Fort Worth, have two 20-foot antenna towers in miniature replica of KFJZ's, erected in the parking space before the main store (see photo).

Appropriate display cards publicizing the program are changed regularly and Worth Food Market officials maintain their display always attracts attention and comment, some customers even asking if the programs are broadcast from the stores. Restaurants, hotel coffee shops and dealers are using window cards and banners for Admiration and Bright & Early Coffees, the promotion material being supplied by the Duncan Coffee Company and tieing definitely with KFJZ and *Quality Time*.

The unusual amount of advertising and promotion expended by the experienced advertisers sponsoring *Quality Time* is definite proof of the program's success. The time is given every five minutes during the hour program.

## Oregon Station Sold

PURCHASE of KAST, Astoria, Ore., by M. R. Chessman, editor and chief owner of the *Astorian Budget*, and T. Cooker, now associated with KOIN, Portland, was disclosed Aug. 7 in an application for voluntary assignment filed with the FCC. Mr. Cooke, who is 49% stockholder in the newly formed Astoria Broadcasting Co., would manage the station, with Mr. Chessman owning 50% of the stock, and Hattie S. Brown, an employe of the newspaper, owning the other 1%. The transfer by Abraham Shapiro, present operator, pends FCC approval. Mr. Shapiro, it is understood, is leaving radio on account of his health. The price was approximately $10,000.

NATIONAL Television Corp., of New York, authorized to operate temporarily in the medium high-frequency band with television, has been assigned the temnorar' call letters W2XNT for its station.


WJJD has POWER 20,000 WATTS has PROGRAMS THAT BUILD AUDIENCES Gets RESULTS
LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE LARGEST INDEPENDENT STATION in CHICAGO!
201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES WEED & CO. 350 MADISON AVE., N.Y.C.

When You Buy
W·B·A·L
YOU SELL BALTIMORE & MARYLAND
Maryland's only high power station
Maryland's only clear channel station
The Fall of 1936 will be radio's biggest season. Contracts and reservations prove it will be WBAL's biggest season, too. Write or wire NOW if you want to sell Maryland
Send for a copy of
WBAL'S
NEW BOOK
NATIONAL REPRESENTATIVE • HEARST RADIO
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

How YOU Can Make MONEY out of OIL
● Over a half million dollars a day is the income from oil alone in this field. Much of that money is spent in the Longview area covered by KFRO. Let this station be your spokesman and star salesman! Send for— "THE STORY OF KFRO"
KFRO

Where the business of broadcasting is done in a business-like way.
1000 Watts 1260 Kc. KGVO Missoula Montana
Columbia Broadcasting System Affiliate

## STUDIO AND PROGRAM NOTES

TEACHING English to New Yorkers is the latest venture in the human interest field of radio undertaken by WBNX, New York, weekly on Fridays at 11:45 a. m. in cooperation with the Adult Education Bureau as a means of reducing the illiteracy rating in metropolitan New York. The program, known as *English to Beginners*, is designed to reach foreigners unable to attend regular school classes. It is directed by accredited teachers, and conducted as a regular classroom, except that students carry on the work in their homes. Home-work and exercises are given. WBNX furnishes students with supplementary booklets.

WIP, Philadelphia, on Aug. 10 started a local community sing program with James A. Willard leading the public chorus. After the program the audience is taken for a tour of the new studios.

WPTF, Raleigh, has installed a full time United Press news ticker and now offers quarter-hour flash service day and night in addition to the three daily *Esso Extra* periods sponsored by Standard Oil Co. of New Jersey.

A COMPLETE broadcast station confined in a studio, and a novel array of technical apparatus was heard during the *Gang Busters* reenactment of "The Case of Edward Metelski" on CBS Aug. 12. The program is sponsored by Colgate-Palmolive-Peet Co. A parabolic microphone was installed in the studio to give the effect of space and distance over the marshes. The actor impersonating the pilot spoke through a special airplane microphone in the studio, a type of microphone used in actual broadcasts from planes. The pilot's reports, the noise of a motor, and the various night sounds from the marshes were broadcast from a transmitter in the studio itself, instead of passing directly through the regular control-room channels. This local studio broadcast, in turn, was picked up by a receiving set in the same room, amplified and sent through a special "mixing panel" to the master control room and out on the air.

A NEW radio record is claimed by Clyde Vandeburg, Texas Centennial Exposition radio director, who announced 903 programs that originated on the grounds during the first two months of operation. The period covers the 62 days from June 6 to Aug. 6. Vandeburg estimated that the 3000 mark would be reached before the Dallas Exposition closes Nov. 29.

WBZ, Boston, has two teletype circuits from United Press to facilitate handling of *Esso Reporter* broadcasts. One is connected with the Boston UP office for local news and the other is direct to the New York UP office for national and international news.

KFEL, Denver, has completed a series of broadcasts covering the four local political conventions. The schedule included: Denver County Democratic Assembly, Democratic State Convention, Denver County Republican Assembly, Republican State Convention.

KFRC, San Francisco, softball team, defeated the NBC-Blue team, which was captained by Ed Ludes, announcer, by a score of 11 to 7, when the game was played in that city Aug. 4. Bill Pabst, KFRC exploitation manager, is captain of KFRC's team.


WTAR
NORFOLK, VIRGINIA
NBC National Representatives — Edward Petry & Co.


# Cosmetic Industry Seeks Trade Rules

FORTIFIED with greatly enlarged trade practice powers, the Federal Trade Commission soon will call for a preliminary meeting with makers of perfumes, cosmetics and other toilet preparations at which plans for a set of trade practice regulations including rules on false advertising will be discussed.

The FTC action will be based on a recent request of Toilet Goods Industries, New York, representing a large portion of the industry. Members of the association voted at a meeting held in New York in late July to ask the FTC to sponsor a trade practice conference.

Adoption of trade practice rules by industries can be accomplished under greatly broadened powers provided by the much-discussed Robinson-Patman act, enacted at the last session of Congress. In general, the procedure in trade practice conferences is to adopt mandatory and optional regulations. Committees are set up to detect violations and to inform the FTC of them.

Wholesale value of the industry's output, not including sales in barber shops and beauty parlors, exceeds 200 million dollars a year. Products involved are perfume, toilet water, face powder, face cream, rouge, shaving cream, depilatories, manicure preparations, toilet soap, etc. The toilet goods association has requested that the conference be held as soon as possible but adoption of such regulations frequently requires several months or longer.

MEMBERS of the Motion Picture Producers' Association held several meetings in Hollywood during the last fortnight to discuss the protests of film exhibitors against the booking of screen stars on radio programs. Although the producers would make no statements it is understood they have appointed a committee to study the situation and make a report before taking any action, one way or another. Meanwhile, film star bookings continue, none having been cancelled.

DOG-CATCHER LAMENT — If a dog-catcher caught a radio announcer, that would unquestionably be news, but when a dog-catcher catches a dog and the event is broadcast, it still sort of makes a good radio feature. At least that is what WMAL, Washington, found out on Aug. 6 when it broadcast a bark-by-bark account of the capture of "Shortwave", a bobbed-tailed canine of diverse pedigree. Left to right in the picture are Frank B. Marks, Washington pound-master, Announcer Lee Everett and Engineer Clyde Clark, toting the shortwave transmitter. In the background is the Mutt Black Maria, in which the trio rode in their roundup.

### Australian Visitor

J. F. COATES, one of the two government directors of the Amalgamated Wireless Co., Australia's government - owned broadcasting system, was a guest of C. W. Horn, NBC research and development director, and visited with Lenox R. Lohr, NBC president, in Radio City Aug. 5. Mr. Coates, also a member of Parliament in Australia, is completing a five-month tour of the radio capitals of the world. He sails from San Francisco Aug. 18. During his Radio City visit he broadcast via short waves to listeners in Australia, during which he asserted that "America enjoys a place in the forefront of world radio development."

JAPANESE Association of America has filed an application with the FCC for a shortwave broadcasting station to be erected in San Francisco which will be devoted to agricultural and market news and will be presented in the Japanese language for farmers in central and northern California.

## TRANSCRIPTIONS

NBC Transcription Service announced Aug. 5 that it had not renewed its recording copyright license with Irving Berlin Inc. after July 1 for three selections which are placed on the restricted list. These are *Say It With Music, Lady of the Evening* and *Soft Lights and Sweet Music*, all recorded for *Thesaurus* by Richard Leibert, organist.

STANDARD RADIO Inc., Hollywood transcription library producer, early in August distributed a "File Folder" fully descriptive of the Standard Program Library, the Standard Super-Sound Effects Library and the various other Standard features.

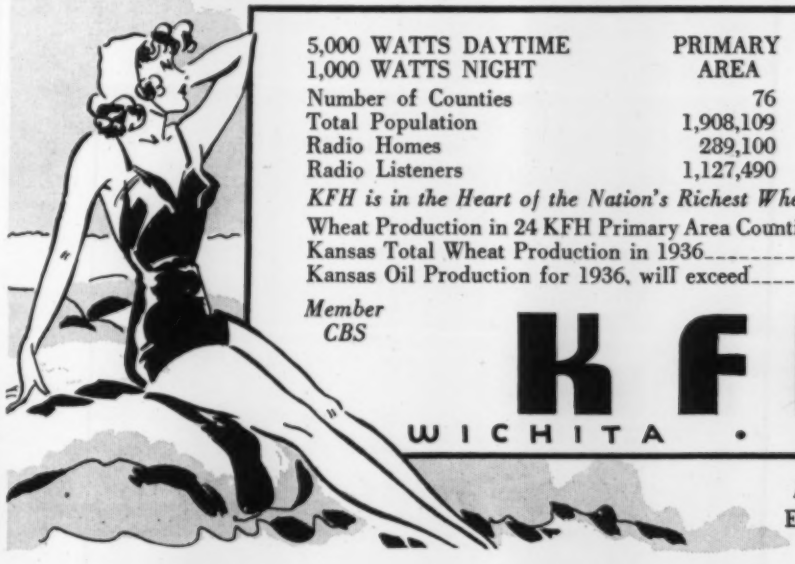
THE *Louisville Times*, published along with the *Louisville Courier-Journal* by Judge Robert Bingham, American Ambassador to Great Britain, has applied to the FCC for a new 100-watt full-time station in that city on 1210 kc. The newspapers operate the 50,000-watt WHAS.


KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:
"In this business you've got to have what it takes"
NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO



IF YOU'RE INTERESTED IN FIGURES...



| 5,000 WATTS DAYTIME<br>1,000 WATTS NIGHT | PRIMARY AREA | SECONDARY AREA |
|---|---|---|
| Number of Counties | 76 | 80 |
| Total Population | 1,908,109 | 2,398,894 |
| Radio Homes | 289,100 | 327,400 |
| Radio Listeners | 1,127,490 | 1,276,860 |

*KFH is in the Heart of the Nation's Richest Wheat and Oil Territory.*
Wheat Production in 24 KFH Primary Area Counties 69,000,000 bu.
Kansas Total Wheat Production in 1936 130,000,000 bu.
Kansas Oil Production for 1936, will exceed 60,000,000 barrels

*Member CBS*

KFH
WICHITA • KANSAS

*National Representatives*
EDWARD PETRY & CO.

# WESTERN HISTORY HIGHLIGHTS

WRITTEN IN VIVID STYLE
FROM AUTHENTIC FACTS
FOR
**RADIO PROGRAMS**

By
Authors Who Know
the Radio Business
*Write*
**Summerfield McCarteney**
**4536 Sheridan Blvd.,**
**Denver, Colo.**


## KECA's New Plans

WITH the inauguration of its new 5,000-watt transmitter scheduled with appropriate network salute ceremonies Aug. 31, KECA, Los Angeles, will concentrate on NBC-Blue network programs and will gradually eliminate the classical recordings that have been its chief feature during the last year. The station, sister outlet to KFI, 50,000-watter also owned by Earle C. Anthony Inc., will operate with 5,000 watts days and 1,000 nights under the direction of Harrison Holliway, general manager of both stations, with Glenn Dolberg as program director. The new 365-foot single-mast antenna is being installed under the guidance of H. L. Blatterman and Curtis Mason, KFI-KECA engineers.

## Shepard Names Voynow To WEAN-WICC Position

Mr. Voynow

RICHARD VOYNOW, until recently with WLW in the production department, who resigned when John L. Clark left WLW as manager to head the newly formed Trans-American Broadcasting & Television Corp., has been appointed by John Shepard 3d as sales and production manager of WEAN, Providence, and WICC, Bridgeport, Shepard-owned stations which on Jan. 1, 1937, leave CBS to join the NBC-Blue network.

Mr. Voynow, a brother of Edward Voynow, Chicago manager of Edward Petry & Co., was formerly with the Brunswick Record Corp. He will divide his time between the two stations, which will continue to be represented nationally by the Petry organization. WEAN and WICC will also be outlets of the Yankee Network and will occasionally join the Colonial Network, second New England regional hookup, scheduled to get under way Sept. 27.

## Social Agencies Acquire Welfare Script of WBBM

MADE available at nominal cost so that they can be used for local community chest and other public welfare drives, copies of the scripts of the *With Other People's Money* series carried on WBBM, Chicago, have been purchased by social agencies in 94 cities in the United States, Canada and Australia for production on local stations. The programs, written by Kaye McLaughlin as a public service feature for the Council of Social Agencies of Chicago, won the annual award of the recent National Conference on Social Work as being the greatest educational contribution to social work of the last year.

Phil Bowman, WBBM production man, and John D. Fitzgerald, Chicago special events director for CBS, handled the series on WBBM. One script of the series, which resumes on WBBM this fall, was chosen "the best example of an educational radio program" for production before the 1936 convention of the Red Cross.

HAROLD THOMAS, owner and chief engineer of WATR, Waterbury, Conn., has applied to the FCC for a new 100-watt night and 250-watt day station on 1310 kc. in Pittsfield, Mass.


**Roosevelt *v.* Landon**
**Yale *v.* Harvard**
**Lewis *v.* Green**
***NEWS is your best bet this fall.***
**TRANSRADIO**


## Curio's Revenge

BOB BENCE, chief announcer at KFRC, San Francisco, collects everything he can get his hands on and stores them in four padlocked cabinets at the station. On a recent occasion of a visit from Darrell Donnell, radio editor of the *San Francisco Examiner*, Bence was persuaded to open one of the lockers to show a rare pair of handcuffs he has owned for years. One of the visitors in a humorous mood, placed the cuffs on Donnell, and before Bence could cry out that he had no key, snapped them into place. It took the combined work of the entire station staff to find an implement with which to free Donnell's hands.

## NAB and Census Data

(*Continued from page 12*)

rate, it will tend at times to be classified as local. Some regional advertisers will tend to be classified as local.

"The NAB method of compiling data in this field seems to be the more careful. No over-all estimate is used for the year, or even for any individual month. The tabulations of national and local business are the results of the individual classification of every account broadcast over each of the reporting stations every month. This classification is made entirely upon the basis of the actual point of origin of the business and without regard to whether it is billed at one rate or another. The original classifications made by the reporting stations, in addition, are carefully checked by experts prior to tabulation and compilation. This method, it would seem, should yield the more desirable results from the viewpoint of accuracy.

"The discrepancy in the local volume between the NAB and Census reports is undoubtedly explained in part by the confusion in classification of business as to national and local. This, however, does not explain the fact that the total non-network business as set forth by the NAB is below that reported by the Census. Discounts on local business are relatively small for the most part, but still will serve to swell the reported Census figure of $39,737,867 to at least some degree, thus further increasing the difference between it and the reported non-network volume of $36,534,163 of the NAB.

"One conclusion is inescapable from the above figures, namely, that the NAB estimates of non-network volume have been highly conservative on the whole, probably by 10% to 15%. As more detailed final information is revealed by the Census Bureau, it may be possible to indicate the exact extent to which this has been the case."


**WHO SAYS A MILLION IS SMALL FRY?**

**The other day, we happened to mention the fact that we have over a million people in our listening area, and some wise guy says "Yeah? —*small* stuff!" .... "Listen", says we, "a million people drinks many a carload of coffee every year," we says, "and more carloads of *anything* than most manufacturers can make." That's the Gawd's truth, too. But you can reach that many people over WAVE—and as low as $18.75 per quarter-hour .... Ask Free & Sleininger for the dope about this big small station—the only NBC outlet within 100 miles.**

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

NBC
WCSC
SERVING THE COASTAL CAROLINA TRADE AREA
CHARLESTON
SOUTH CAROLINA'S LARGEST CITY
Represented by FREE-JOHNSTON-FIELD INC. ... 1000 WATTS D 500 N ... 1360 Kc.

# RADIO OPPORTUNITY IN CHINA

## Shanghai Offers Good Market for National Accounts, According to U. S. Trade Commissioner

OPPORTUNITIES for American concerns which use broadcast advertising in this country are open in China, particularly in the key city of Shanghai, according to A. Viola Smith, American Trade Commissioner in Shanghai, now in this country on leave of absence. Some 300 "national accounts" in this country have branches in Shanghai, she said, and many of them are using transcription programs on Shanghai's numerous local stations to reach the 3,500 Americans in that city as well as the 1,000,000 inhabitants out of its 3,500,000 population who speak and understand English.

Miss Smith, who has spent the last 16 years in China as an attache of the Department of Commerce, is anxious to see American interests establish direct international broadcasts to China — notably in the Shanghai sector. Propaganda broadcasts, directed toward the Far East, have been featured for several years by France, Germany, Holland, Great Britain and Italy, she said, while English language programs are also heard daily from the principal stations in Japan, Australia, Spain, Brazil and Russia. These are supplemented by regular news broadcasts in English for shortwave reception from these and other countries.

There are no regularly scheduled programs to the Far East from any stations on American soil. The 12 international broadcast stations in this country direct their programs largely for European and South American reception, but even these are not on the extensive regular scale of other nations.

### Beam Service Needed

"IT IS lamentable that programs from the United States are seldom heard," said Miss Smith. Pittsburgh, Schenectady and Bound Brook are sometimes picked up during spring and fall seasons when extremely favorable weather conditions prevail, but when such reception is received Shanghai gets it on the last lap after the programs have gone half around the world. The need for a special directional beam broadcast from the United States to the Far East is paramount and one which should be given every consideration, Miss Smith believes.

MISS SMITH

"It would be an excellent stimulus not alone in the promotion of American trade generally but in the creation of a greater understanding of American-Chinese relationships if America's cultural, political and economic life were regularly portrayed by well developed programs by a special directional beam to the Far East," said Miss Smith.

"Radio listeners in China would welcome the institution of such a broadcasting service. While no statistics are available reliable sources estimate that there are between 100,000 and 300,000 radio sets in China at the present time. The modern educated and trained Chinese is a keen radio fan, while an ever increasing group of English-speaking Chinese as well as the large colony of foreigners constitute a radio public well worth cultivating."

Miss Smith said American interests in China as well as Chinese interests in this country would like to see a beam shortwave station established on the Pacific Coast for regularly scheduled transmission to the Far East to offset the broadcasts of other nations and promote Sino-American trade and relations. At present there is no international broadcast station west of Chicago.

Existing regulations specify that international broadcasts may not be sponsored except insofar as commercial programs over regular stations are rebroadcast by shortwave, and then the commercial credits may be transmitted internationally. The originating station, however, cannot "sell time" for international reception.

Miss Smith has been in this country for about a month, and shortly will go to the Pacific coast to discuss, among other things, the possibility of establishing a shortwave station for Far-Eastern reception on the Coast. She plans to sail for Shanghai from San Francisco in November.

## Pineapple Campaign

PLANNING to use radio along with other media, Pineapple Producers Cooperative Association, San Francisco (canned pineapple), early in August announced the appointment of Botsford, Constantine & Gardner, San Francisco agency, to handle its new campaign. Mrs. Erm P. Proetz, vice president of Gardner Advertising Co., St. Louis, affiliated with the San Francisco agency, was in San Francisco during latter July to confer with Stanley G. Swanberg, the agency's executive vice president, on plans for the pineapple campaign.


**WTCN**

**St. Paul — Minneapolis**

FREE & SLEININGER, INC.

National Representatives.



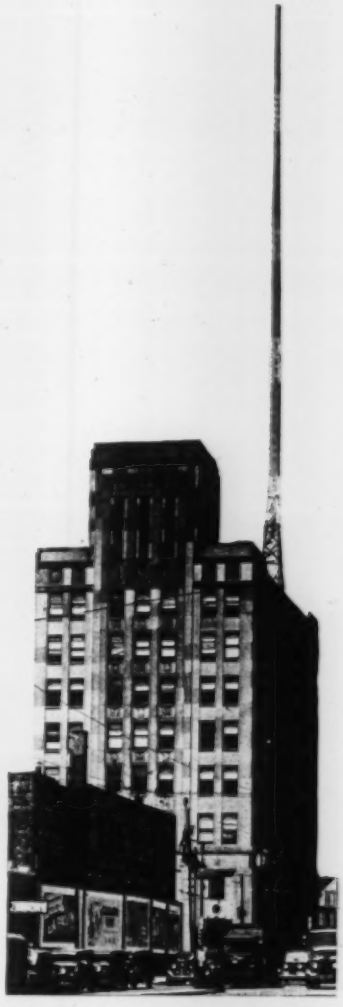
*Advertisement*

# Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This is your column, too — so send along any item you have!



IT'S WSBC rightfully claiming dominance in this issue! Here's the first picture of its new vertical radiator, 289 feet above the street. WSBC is America's MODEL local station located in the population center of Chicago and the Nation! Among locals: FIRST in amount of commercial business, FIRST in income, FIRST in public service, FIRST in popularity!

Yes, you can cover Chicago amazingly well with WSBC — and the rates are mighty low!

Gene T. Dyer

*How to increase your "Spot" Business*

To increase your spot business we have available, subject to prior sale, the following tried and proven transcribed features.

THE ADVENTURES OF SONNY AND BUDDY—100 Quarter Hours of thrilling drama with a real kid appeal.
HARMONY ISLE—26 Quarter Hours of restful soothing tunes played by Dick McIntyre's Hawaiian Orchestra.
BREAD BITS—26 thirty-second dramas providing an additional thirty seconds on each for local tie-in commercial. Built especially for Baking accounts.

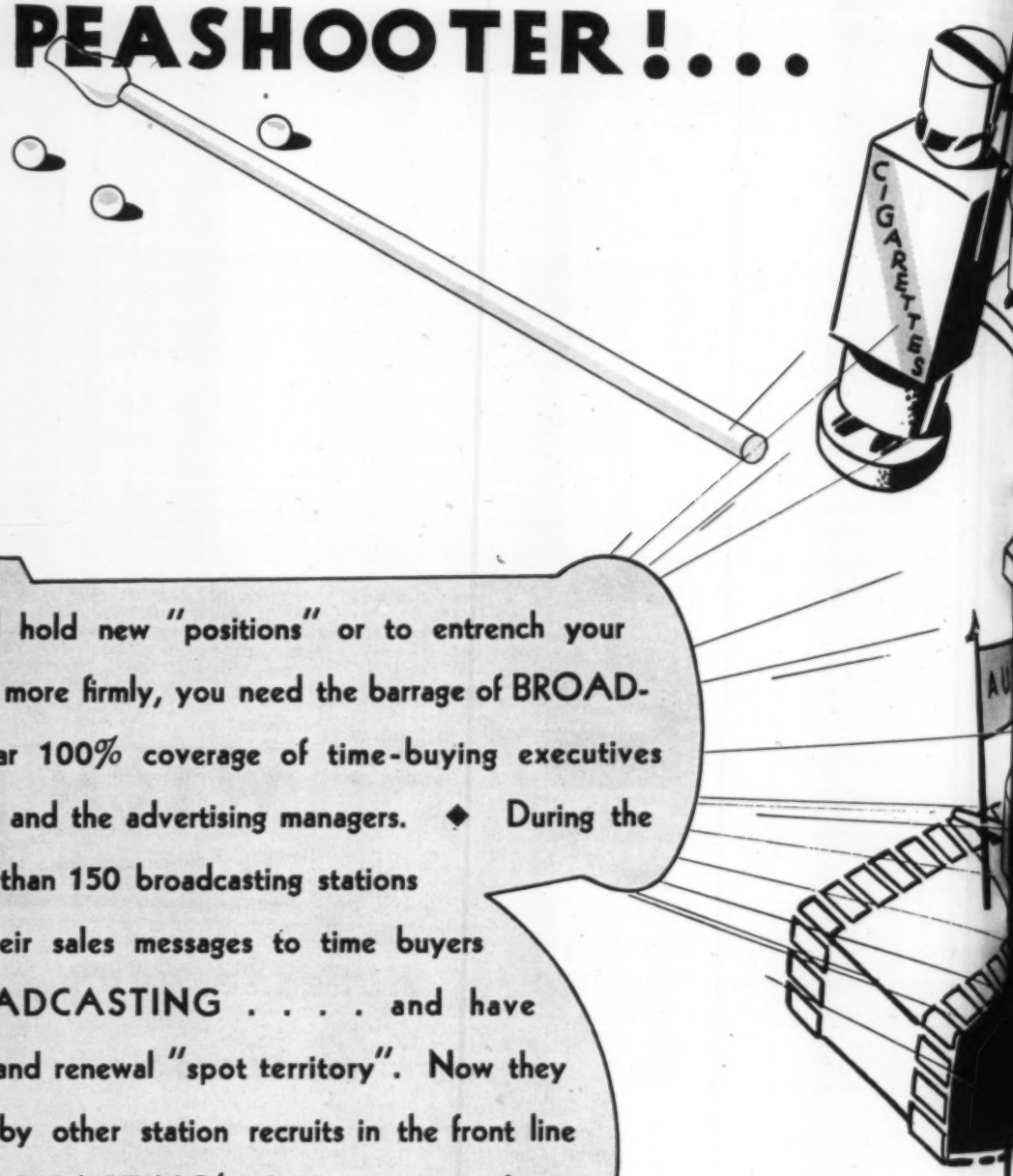
Write for complete information on these and other features to Radio Programs Division

**WALTER BIDDICK COMPANY**

LOS ANGELES 568 C. of C. Bldg. | SAN FRANCISCO 1358 Russ Bldg. | SEATTLE 1038 Exchange Bldg.

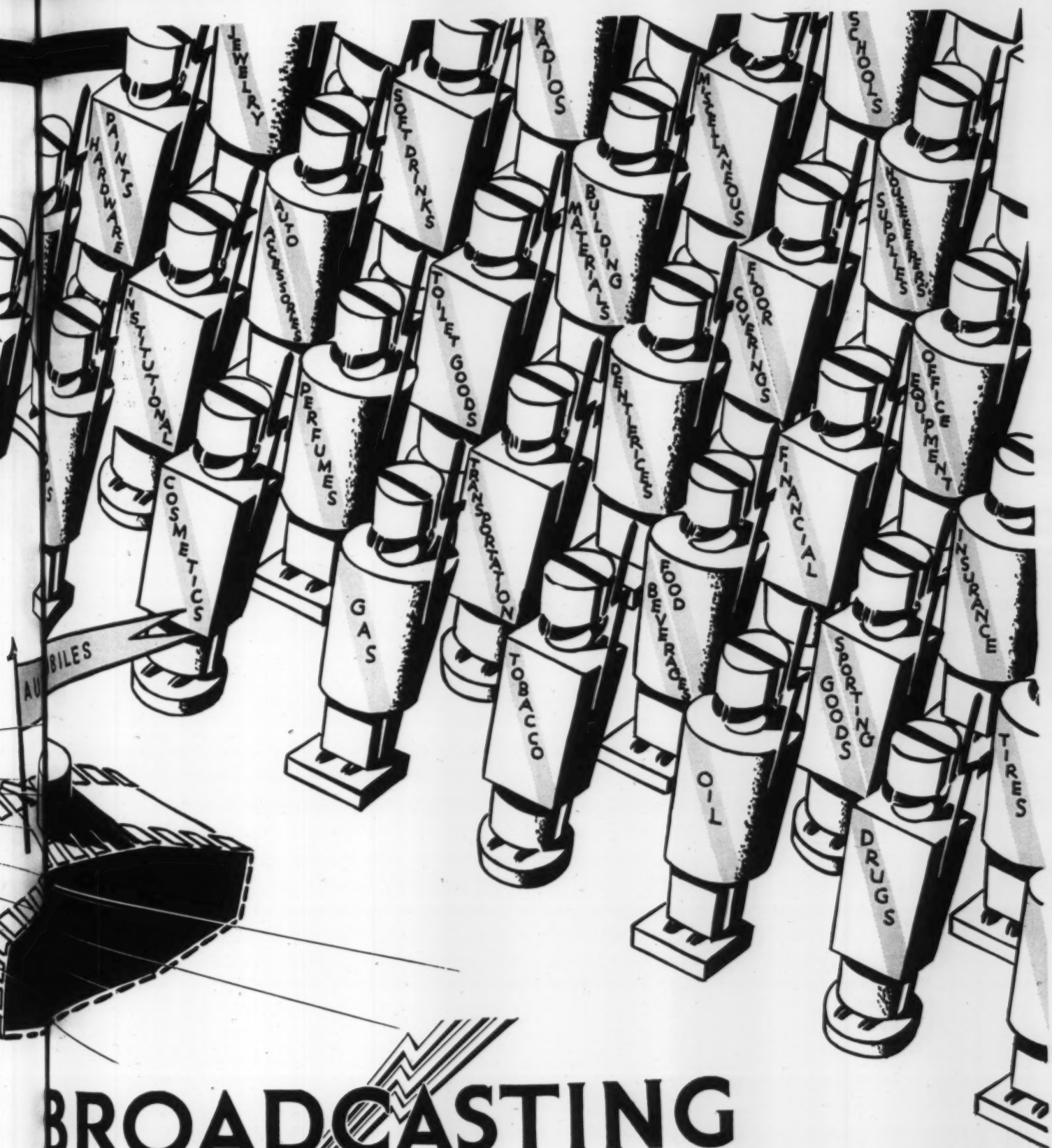
RADIO ADVERTISING PAYS . . .

# YOU CAN'T TAKE THIS FRONT WITH A PEASHOOTER!...




To gain and hold new "positions" or to entrench your present position more firmly, you need the barrage of BROADCASTING's near 100% coverage of time-buying executives among the agencies and the advertising managers. ◆ During the last year more than 150 broadcasting stations have "shot" their sales messages to time buyers through BROADCASTING . . . . and have conquered new and renewal "spot territory". Now they are being joined by other station recruits in the front line offensive of BROADCASTING's display pages, taking advantage of its double-barrelled coverage of the active and prospective radio advertising sector.

. . . IT PAYS TO




# BROADCASTING

Broadcast Advertising

NATIONAL PRESS BLDG.
WASHINGTON, D.C.

ADVERTISE RADIO ADVERTISING!

XUM

WJAY

Cleveland · 610 Kilocycles

NOTE TO

**Advertisers**

and

**Agencies:**

—notice where Cleveland's local advertisers spend their money—and notice the "till forbid" orders they give us . . . maybe we *can't* do a job for *your* client, but you'll never know what the Cleveland market can deliver until you check the sales results *after* we've gone to work for you!

EDYTHE FERN MELROSE

Manager WJAY Cleveland

Carnegie Hall CHerry 0464

THE STATION THAT GETS RESULTS

## Several Suits Involving Performance of Records Over Radio Are Litigated

DETERMINATION of the rights of recording artists to prevent performance of their phonograph recording over broadcasting stations on grounds of unfair competition, remained unsettled Aug. 5 after WEVD, New York, consented to the issuance of an injunction by Lawrence Tibbett, brought on behalf of the National Association of Performing Artists, recently formed. At the same time counsel for Audio-Scriptions Inc., a recording service, consented to a permanent injunction by Don Voorhees. Previously Teleflash Inc., wired service, had consented to an injunction.

There remains to be tried before the state Supreme Court in New York the suit of Frank Crumit against WHN, which was adjourned until Aug. 19 at the request of Maurice Speiser, general counsel of NAPA, who instituted all of the suits. It is from this case that an adjudication may be expected, since in the others no precedent was established because the injunctions were consented to without considering the merits. Isidore Frey, of the Marcus Loew Booking Agency, owners of WHN, is expected to argue the case on Aug. 19 against Mr. Speiser.

Final adjudication of the rights of performing artists in their recorded works is being sought on behalf of the broadcasting industry. In the original test case brought in Philadelphia by NAPA last year in the name of Fred Waring against WDAS, the judgment in the lower court was in favor of Waring. The Court of Common Pleas sustained the finding of the first court, and now efforts are being made to take the case to the state Supreme Court.

Judge Ferdinand Pecora of the New York court signed the permanent injunction order against WEVD on Aug. 10, enjoining it from using for broadcasting, reproducing and performing purposes records made by Tibbett. Alexander Kahn, of New York, told BROADCASTING that rather than become involved in litigation that would cost much money, the station consented to the injunction. WEVD, he added, uses so few recordings that there is no point in making an issue of the case.

Audio-Scriptions consented to an injunction with the understanding that it would not make recordings of programs off the air which were to be used for improper purposes. This company alleges it was asked to make a recording off the air and then found itself sued by Voorhees.

In addition to the WHN case still pending, WNEW, Newark, also is a defendant in a phonograph record suit scheduled Aug. 15. Sanford H. Cohen represents the station.

MERIT AWARD—Capt. Edison C. Speer, county chairman of the Sons of the American Legion (left) is here shown awarding the American Legion's meritorious service certificate to Leonard Kapner, newly appointed manager of WCAE, Pittsburgh, in recognition of the station's services during the recent flood crisis. Mr. Kapner has succeeded Ford Billings as WCAE manager, the latter having been transferred to Los Angeles. [See story on Page 8.]

## Artist Bureau Gets NBC Dance Units

### Charles E. Green Takes Over Bands After Union Ruling

Mr. Green

AS THE aftermath of an important decision by the New York Musicians' Union refusing broadcasting companies the right to engage in the band - booking business, NBC dance - orchestra management equities valued in excess of $1,000,000 have been turned over by the network to Consolidated Radio Artists Inc., a new organization with offices in New York, Cleveland and Chicago. In the CRA fold are such orchestras as Paul Whiteman, Richard Himber, Peter Van Steeden, Ferde Grofe, Leo Reisman, Fletcher Henderson, Ben Pollack, Dorsey Brothers, Russ Morgan and about 50 others.

Heading CRA is Charles E. Green, veteran booker who managed the NBC Dance Band Division previous to the Union ruling. For six years before his NBC affiliation Green had been president of a company known as Consolidated Radio Artists Inc., and when the Union interpretation became known in May he resurrected the name and worked out a deal with NBC whereby all of that network's dance-orchestra management equities came into possession of CRA with no NBC strings attached. A Paul Whiteman contract expiring in 1951 was included in the transaction.

#### Buys NBC Time

MR. GREEN expressed the importance of radio in the CRA setup by stating that dance-orchestra popularity is contingent on broadcast appearances. He estimated that 50% of CRA business is derived through radio, although his organization represents its orchestras in every management phase. Currently, his orchestras are on the air for Woodbury, Studebaker, Lifebuoy Soap, Bristol-Myers and Kraft Cheese, and they also are featured at various hotels and inns in New York and Chicago. CRA orchestras broadcast both over NBC and CBS. The new company itself is an advertiser, and has purchased 20 half-hour late-evening periods per week on nationwide NBC hookups to exploit and promote its bands. Time has been purchased on a long-term contract.

Jim Post, NBC top time-salesman for many years and recently with World Broadcasting System in a sales capacity, heads the radio division of the new organization. Mr. Post is credited with having brought such accounts as Maxwell House, Firestone, R. J. Reynolds, Consolidated Cigar Corp. and Collier's into the NBC fold.

WFBR

Success Stories

The Story of the Wise Laundry Man

REGAL LAUNDRY wanted Baltimore housewives to know what a good laundry they run--

So they naturally turned to WFBR. Three months on The Old Philosopher's program just as naturally led to three more months --and Regal is still on WFBR.

Why? Well, here's what they told us-- "30% of the mail returns developed into customers--new business we never enjoyed before--the best radio purchase we ever made"

In BALTIMORE they listen to MARYLAND'S PIONEER BROADCAST STATION

National Representatives: EDWARD PETRY & CO. NEW YORK • CHICAGO • DETROIT SAN FRANCISCO

WFBR

BASIC N.B.C. RED NETWORK

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audiences of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Ave. Wilkinsburg, Pa.

# Advance Date Seen For Shift of KNX

TRANSFER of KNX, Los Angeles, to CBS by Aug. 15—a month in advance of the date originally set—is probable under plans considered by the FCC Broadcast Division and awaiting expected approval as BROADCASTING went to press. The original ruling of the FCC several weeks ago, approving the record $1,300,000 sale, set Sept. 15 as the date of transfer.

Meanwhile, Guy C. Earl Jr., accompanied by Lawrence Beilenson, his Los Angeles attorney, was in New York to receive the first instalment of one-fourth of the purchase price. KNX, while expected to go under CBS ownership and management about Aug. 15, will not join the network until Jan. 1 under present plans.

### Shift in Programs

ALTHOUGH the shift of CBS programs from Don Lee Broadcasting System to KNX and to KSFO, San Francisco, may take place in advance of the end of the year, there have been no conversations to this end in recent weeks, it was stated at CBS. Under present conditions, Don Lee will join Mutual Broadcasting System coincident with the CBS switch to KNX and KSFO. One Mutual account, scheduled to begin Nov. 4, includes the Don Lee network. The sponsor is Murine (eye wash).

Donald Thornburgh, CBS Pacific Coast vice president, is in Los Angeles making plans for the new CBS affiliations. While nothing definite has been decided, it is still thought possible that Naylor Rogers, KNX vice president and general manager, will continue as manager of the station when CBS takes over, but no decision has been reached.

KNX has entered into stipulations with the *Los Angeles Times* for dismissal of the libel suit appeal of the station against the newspaper and against KHJ and KMTR, Los Angeles stations, which allegedly carried libelous statements about KNX in the *Times* news periods during the newspaper-radio fight last year. KNX won $2,500 actual and $1 punitive damages in the lower courts but the decision was reversed in the District Court of Appeals last May, KNX thereupon appealing to the state supreme court.

# Political Parties Booking Time

*(Continued from page 14)*

tis Bok, of Philadelphia, who featured the opening *Happy Days* program on CBS. These programs will run throughout the campaign and will be heard on 27 stations, 1:15-1:30 p. m. (EDST).

In addition to Stanley High, the Rev. William L. Stidger, of Kansas City, and Burke Boyce, all of whom are collaborating with the Democratic radio division, the Democratic National Committee early this month announced the appointment of Mrs. Henry Morgenthau Jr., wife of the Secretary of the Treasury, as radio director of its women's division. Mrs. Morgenthau's duties have not been definitely prescribed but she is seeking a $25,000 appropriation from the radio division's fund for special women's features on the air.

### Fr. Coughlin's Convention

THE NETWORKS on Aug. 15 and 16 were scheduled to carry, as a sustaining feature, highlights of the Cleveland convention of Father Coughlin's National Union for Social Justice, but thereafter the Coughlin-Lemke-Townsend-Smith forces were expected to buy time like the other political parties. Union Party headquarters in Chicago indicated they intended to do so, but no commitments have been made.

Another political party which has indicated it expects to buy time on the air is the Socialist Labor Party, whose presidential candidate, John W. Aiken, last April had a period on CBS. Its New York state secretary, Emil F. Teichert, 45 Rose St., announced that it is already getting donated time on a few local stations but that it also expects to have several national hookups before the election.

For reasons undisclosed, it was announced early in August by Leo J. Fitzpatrick, manager of WJR, Detroit, and radio advisor of Father Coughlin, that the radio priest', regular fall and winter series of Sunday afternoon discourses would not be resumed in October over his special independent network of about 30 stations but would start sometime after the first of the year. It is presumed this is due to Father Coughlin's campaign activities. Mr. Fitzpatrick stated that Father Coughlin is planning to reserve a schedule on the Mutual Network for the Lemke-O'Brien ticket, which he is espousing, starting in September and continuing until the elections, but MBS has announced no time reservations as yet.

### Metropolitan Auditions

SHERWIN-WILLIAMS Co., Cleveland (paints) will present the *Metropolitan Auditions of the Air* over a nationwide NBC-Blue network, starting Oct. 18, Sundays, 3-3:30 p. m. Last year the program was broadcast on NBC-Red. The program again will use talent auditioned by the Metropolitan Opera Association. Cecil, Warwick & Cecil Inc., New York, has the account.


WWNC

ASHEVILLE, N. C.

*Full Time NBC Affiliate 1000 Watts*

•

BIGGER BUSINESS!

FACT: Summering in the Asheville resort area are more free-spending tourists and vacationers than in years. RESULT: Business is UP now—and will continue so for months to come.

*Put Your Campaign on WWNC—Share This Bigger Business!*



"See" Texas through These Great Shows and the "Eyes" of WFAA-WBAP

*The Frontier Centennial, Fort Worth*

*Texas Centennial Exposition, Dallas*

America's Vacation Center this summer and fall is attracting millions — buying millions—of people from the Southwest and the Nation. The Dallas-Fort Worth area (these cities are only 32 miles apart) is also America's "Ten-Gallon Hat" Market, with buying capacity worthy of the heaviest equipment of all "big-game hunters!"

The consumer potential of the 807,302 WFAA-WBAP "radio families" has already been proven by many national advertisers of the highest standing. The current big Centennial "Shows" are bringing new inquiries from others.

WFAA-WBAP

DALLAS FT. WORTH

National Representatives: Edward Petry & Co., Inc.

WE'VE GOT SOMETHING TO CROW ABOUT...

THREE STATIONS • THREE MARKETS *at* ONE LOW RATE

Their reputation is a "*Buy*" word. The obvious value of these three stations quickly won recognition for them wherever "*Spot*" advertising was bought.

The ONE LOW RATE has its appeal—but shrewd time buyers appreciate the large responsive audiences loyal to the "Missouri Triangle". Write any station listed below for complete data.

•

KWTO-KGBX

SPRINGFIELD, MO.

•

KCMO

KANSAS CITY, MO.

•

WTMV

EAST ST. LOUIS

## IRC Yarmouth Convention

PLANS for the seventh annual convention of the International Radio Club in Yarmouth, Nova Scotia Aug. 24 to 28 were announced Aug. 6 by Jack Rice, president. The party, made up of broadcasters, engineers and others identified with broadcasting will sail from Boston for Yarmouth on Aug. 23 aboard the Eastern Steamship Liner *Evangeline*, returning to Boston Aug. 29 after a round of entertainment, fishing trips and other festivities. Election of officers will take place Aug. 27.

THE FRENCH postal authorities are considering a stamp issue bearing the heads of General Ferrie and Edouard Branley, the French radio pioneers.


*For Complete*
COVERAGE
*of*
HEAD of the LAKES
*and*
IRON RANGE
REGIONS

**WEBC**
DULUTH
**WMFG**
HIBBING, MINN.


## KMBC Sells 2 Shows

TWO SHOWS first introduced over KMBC, Kansas City, early in August were sold by Arthur Church, KMBC operator, to big advertisers during a trip to New York. Ted Malone's *Between the Bookends*, now featured as a sustaining on CBS, was sold to Lehn & Fink Co. for Hinds Honey and Almond Cream, and starting Oct. 5 will be sponsored five periods weekly for 15 weeks on CBS. The KMBC *Crystal Gazers* program has been sold to Colgate-Palmolive-Peet Co. for its Crystal White Soap and may be tested as a spot campaign for 13 weeks, placed through Benton & Bowles. Having also placed the *Happy Hollow* and *Phenomenon* features, originated at KMBC, Mr. Church recently assigned Dr. George Halley, the station's Chicago representative, to full time work on the exploitation of KMBC shows that have syndicate possibilities.

## FTC Cites Pro-Ker

PRO-KER LABORATORIES Inc., New York (hair treatment) is charged with exaggerated claims for its product in a complaint issued Aug. 14 by the Federal Trade Commission. The alleged exaggeration involves claims that Pro-Ker is a competent treatment for baldness; that it corrects or cures any hair or scalp disorder; forces nature to replace fallen hair; produces a new growth of hair and makes the scalp healthy and strong.

To reach the New York market you must consider the character of its population.

*IN METROPOLITAN NEW YORK

| THERE ARE MORE | | THAN RESIDE IN |
|---|---|---|
| JEWS | 1,765,000 | PALESTINE |
| ITALIANS | 1,070,072 | ROME |
| GERMANS | 884,062 | LEIPZIG |
| POLES | 458,381 | LWOW, POLAND |
| SPANIARDS | 110,000 | CORDOVA, SPAIN |

1,000 Watts Day and Night Effective Sept. 1

*WBNX broadcasts in these and other languages

Full staff on foreign language production available

SPEAKS THE LANGUAGE — SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS — STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC — PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICKUP — OF YOUR PROSPECT

A NEW APPROACH TO THE NEW YORK MARKET


## NETWORK ACCOUNTS

**(All times EDST unless otherwise specified)**

### New Business

R. B. DAVIS Co., Hoboken, N. J. (cocomalt), on Oct. 4 starts *Joe Penner* on 48 CBS stations, Sundays, 6-6:30 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

DEMOCRATIC NATIONAL COMMITTEE, New York, on Aug. 5 started *Happy Days*, political interview and talks series on 33 CBS stations. On Aug. 11 the series went on 13-week schedule, Tuesdays, 10:45-11 p. m. Agency: U. S. Adv. Corp., New York.

LEHN & FINK Inc., New York (Lysol) on Oct. 5 starts *Dr. Allan Roy Dafoe* on 26 CBS stations, Mon., Wed., Fri., 11:45-12 noon. Agency: Lennen & Mitchell Inc., N. Y.

LEHN & FINK Inc., New York (Pebeco toothpaste) on Oct. 5 starts *The Gumps* on 26 CBS stations, Mon., thru Fri., 12-12:15 noon. Agency: Lennen & Mitchell Inc., N. Y.

LEHN & FINK Inc., New York (Hinds Honey & Almond Cream) on Oct. 5 starts Ted Malone in *Between the Bookends*, on 26 CBS stations, Mon., thru Fri., 12:15-12:30 p. m. Agency: William Esty & Co. Inc., N. Y.

PRINCESS PAT Ltd., Chicago (cosmetics) on Aug. 30 starts unannounced program on 5 NBC-Red network stations (WEAF, WRC, WGY, WTAM, WOW), Sundays, 6:30-7 p. m. Agency: McJunkin Adv. Co., Chicago.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. on Sept. 19 starts *Prof. Quiz* on 8 NBC managed or operated stations (WJZ, WBZ-WBZA, KDKA, WGY, WRC, WTAM and Chicago), Saturdays, 7:30-8 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

SHERWIN-WILLIAMS Co., Cleveland (paints) on Oct. 18 starts *Metropolitan Auditions of the Air* on a nationwide NBC-Blue network, Sundays, 3-3:30 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

MACFADDEN PUBLICATIONS Inc., New York (Liberty magazine) on Aug. 25 starts *Talks By Bernarr Macfadden* on 4 MBS stations (WOR, WGN, CKLW, WLW) Tuesdays, 10-10:15 p. m. Agency: Lennen & Mitchell Inc., N. Y.

NASH MOTOR Co., Kenosha, Wis. (motor cars), on Oct. 3 starts unannounced program on 52 CBS stations, Saturdays, 9-9:30 p. m. Agency: J. Walter Thompson Co., Chicago.

ELGIN NATIONAL WATCH Co., Chicago, on Oct. 3 starts unannounced program on 44 CBS stations, Saturdays, 8:30-9 p. m. Agency: J. Walter Thompson Co., Chicago.

SEALTEST LABORATORIES, (division of National Dairy Products Inc.), New York (Sealtest ice cream, milk), on Oct. 17 starts unselected program on 36 NBC-Red network stations, Saturdays, 8-9 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

FISHER BODY Corp., Detroit (automobile body builders) on Aug. 26, one time only, presents *Fisher Body Craftman's Guild* on 30 NBC-Blue network stations, Wednesday, 9:45-10 p. m. Agency: Arthur Kudner Inc., N. Y.

### Renewal Accounts

RALSTON-PURINA Co., St. Louis (Ry-Krisp), on Sept. 6 renews *Marion Talley* on 35 NBC-Red stations, Sundays, 5-5:30 p. m. (shifted from Fridays). Account placed direct.

BUDD & VOTAW, San Francisco, (Pebble Beach neckties), on Aug. 16 renews for 19 weeks *Your Fellow Man's Opinion* with Bill Davidson, narrator, on 4 CBS-Don Lee network stations, Sundays, 6:45-7:00 p. m. (PST). Agency: Doremus & Co., San Francisco.

MACFADDEN PUBLICATIONS Inc., New York (True Story magazine) on Sept. 4 renews *True Story Court of Human Relations* on 25 NBC-Red network stations, Fridays 9:30-10 p. m. with rebroadcast 12:30 midnight. After Oct. 2 rebroadcast will be at 11:30 p. m. Agency: Arthur Kudner Inc., N. Y.

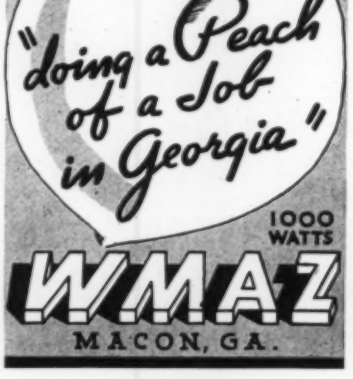
SPERRY FLOUR Co., San Francisco, on Aug. 19 renews for four weeks, participation in *Feminine Fancies* on 12 CBS-Don Lee network stations, Wed., Fri., 3:20-3:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

SHASTA WATER Co., San Francisco (mineral water), on Aug. 3 renews for four weeks participation in *Feminine Fancies* on 8 CBS-Don Lee network stations, Mondays, 3:20-3:30 p. m. (PST). Agency, Brewer-Weeks Co., San Francisco.

GEORGE A. HORMEL & Co., Austin, Minn. (food) on Aug. 13 renewed *Juan Haidrige and His Americanos Marimba Band* on 7 Midwest CBS stations (WBBM, KRNT, KMBC, KFAB, WOC, WCCO, KSCJ), shifting to Thursdays, 10:45-11 p. m. Batten, Barton, Durstine & Osborn Inc., Chicago, has the account.

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer) on Oct. 3 renews *National Barn Dance* on 62 NBC-Blue network stations, Saturdays, 9:30-10:30 p. m., with rebroadcast at 11 p. m. Agency: Wade Adv. Agency Inc., Chicago.

AMERICAN RADIATOR Co., New York (heating equipment) on Sept. 13 renews *Fireside Recital* on 20 NBC-Red stations, Sundays, 7:30-7:45 p. m. Agency: Blaker Adv. Agency Inc., N. Y.



## Macfadden on Mutual

MACFADDEN PUBLICATIONS Inc., New York (Liberty magazine) will start a series, *Talks by Bernarr Macfadden*, publisher of Macfadden magazines, on the four basic Mutual stations beginning Aug. 25, Tuesdays, 10-10:15 p. m. Mr. Macfadden's talks will enlarge upon the *Liberty* magazine editorials, which are anti-New Deal in nature. Programs will originate from WOR. Lennen & Mitchell Inc., New York, placed the account.


JOHN BLAIR & CO.
*National Representatives of Radio Stations*
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

# A Banker Appraises Radio

(*Continued from page 9*)

know that billboards, magazines, direct mail, newspapers, and other media sell goods, services, or institutional name — whatever the advertiser desires and brings out effectively. We know this because these are old and well-established media, because of our own successful use of such media, because of the successful experience of others, and because we ourselves look at billboards, read direct mail, magazine and newspaper ads and are influenced by them.

As for radio, we know that it has passed the experimental stage long ago and is today a well-established medium. We know that innumerable types of business have used, and are using, it to their decided advantage, and we know that radio influences our own buying in specific cases. What more is needed?

A common question asked by advertisers contemplating the use of radio is: Should a special appropriation be made for radio in addition to the other advertising media used, or can radio successfully replace newspaper, magazine, outdoor, direct mail, and other advertising effort?

In general, radio should be regarded in the same light as newspapers, magazines, billboards, direct mail, etc.—as a major advertising medium, but not as a do-all or cure-all. In only comparatively few cases can radio do the entire job for an advertiser, and this same statement, of course, applies equally to other forms of advertising media.

When conducting a direct mail campaign, no intelligent bank advertiser would completely eliminate his newspaper, magazine, billboard, or window display advertising. We realize that each of these media has its special field of effectiveness, that each supplements and reinforces the other — so we do not endeavor to eliminate or neglect one to pay for the other. In like manner, radio should properly be considered as a major medium, and should properly be given a definite appropriation in the well regulated advertising budget.

It certainly should not be paid for by eliminating other forms of advertising altogether and then expecting it to do the whole job. As will be readily realized, it is highly important, at least at the start, that other media be employed to support the radio program, to call attention to it. And the radio program most certainly will give added interest to the advertiser's messages in newspaper ads, direct mail, etc.

Radio has the power of creating a feeling of friendliness and personal interest probably far greater than any other advertising medium. The building of this direct feeling of friendliness would, if there were no other reason, justify the investment in radio advertising. And it should always be remembered that radio also reciprocates the support given it through other media indirectly by virtue of this very power of creating and sustaining interest.

The listener has come to know and like the radio advertiser—providing, of course, that the program is a good one. Until such a personal interest is taken in the advertiser, his ads in the newspapers, his direct mail pieces, etc., are not apt to receive more than casual attention.

With the coming of such a friendly feeling toward the sponsor as radio can bring about, however, the individual is more apt to read the advertiser's messages in other media with real interest, for he feels that he personally knows this institution. To use a rather homely example: We will pause to read a news item about a friend or an acquaintance, whereas the same item about a stranger would not interest us. And when radio, properly utilized, has established the sponsor as a friend in the listener's mind, that sponsor's advertising in other media benefits.

Wise advertisers consider this fact, and their main attempt in radio advertising is not always to "clinch" the sale in the program, but rather to utilize radio as a means of developing this friendly, interested feeling on the part of the listener so that he or she will be more apt to react favorably to other media which may lend themselves to more detailed sales effort when such is needed.

In other words, radio offers an ideal means of establishing confidence in the sponsor which, after all, is one of the major objectives of any bank advertising.

Of course, the foregoing presupposes the selection of a program designed to appeal to the desired audience; the selection of a station which, by virtue of the type of programs generally carried, logically caters to the audience you desire; and efficient merchandising of the program to gain the attention of your audience at the start. These are necessary steps to the success of any radio effort but, properly taken, you can be assured that radio will do its part as a major medium in effectively advertising your bank.

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JOHN D. FIELDS Inc. has been organized in Las Vegas, Nev. and has applied to the FCC for a new 100-watt station there on 1310 kc. David H. Cannon and Reed E. Callister, attorneys of Glendale, Cal., who control KIEV, Glendale, own 50% of the stock of the Las Vegas corporation.


ONE THIRTY-WORD ANNOUNCEMENT A DAY OVER

**WNOX**

For three days brought 1728 people into Royal Jewelers' Knoxville Store.

★ ★ ★

**WNOX**

KNOXVILLE, TENNESSEE

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# CLEAR CHANNEL

KEX—Oregon's most powerful Radio Station (5000 watts both day and night)—operates on 1180 K.C.—the *only* clear channel in the State.

If you want to blanket the Portland market area—with a good measure of "outside" coverage thrown in—here is the Radio Buy of Buys!

**KEX**

**5000 WATTS—1180 KC.**

NBC Blue Network

*The only station in Oregon operating on a clear channel.*

The Radio Service of The *Morning Oregonian*, Portland, Oregon, also operating KGW (NBC Red Network)

*Representatives:* Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco

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# AND STILL THEY COME!

Does WWVA have listeners and if so, HOW MANY? Well, surveys of various and sundry accepted types say that we do! But coverage maps and data of competing stations sort of chisel right in on the primary area we claim. It is said that figures don't lie, but we're not so sure about coverage maps — so let's look at figures:

Saturday, July 11, marked the 169th consecutive appearance of the famous WWVA Midnight Jamboree! At that show 4100 PAID to see their favorite WWVA entertainers in action. Yes, and 2000 more listeners were turned away! But there's more—the thermometer registered 104 degrees!!

And so, once more an attendance record was set for the WWVA Jamboree AND after 169 consecutive weekly presentations — a record established by loyal listeners within a 200-mile area.

Does WWVA have listeners? The above figures speak for themselves. Give your sales message to "the Friendly Voice from out of the Hills of West Virginia" and you'll get action aplenty.

**West Virginia Broadcasting Corp.**

Hawley Building
WHEELING, W. Va.

*Representatives:*
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS

**WWVA**

1160 KILOCYCLES

## Nucoa on 55 Stations

BEST FOODS Inc., New York (Nucoa) on Aug. 11 began a nationwide series of 26 100-word announcements on 55 stations. The announcements are being broadcast once a day, Mondays through Saturdays, until Sept. 9. Stations are: WGY, WORC, WCSH, WFEA, WRVA, WCAE, KMBC, KFH, WCFL, WOAI, WDBJ, WOCL, WIP, WJSV, WWVA, WOR, WGR, WJR, WAVE, KLZ, WWL, WSB, WBT, WEEI, WMAS, WHK, KSD, WBIG, WFAA - WBAP, KWG, KTSM, WPTF, WJAX, WFLA-WSUN, WQAM, WAPI, KFBK, KMJ, KERN, KHJ, KDB, KFRC, KQW, KGB, KFXM, KOIN, KORE, KMED, KDYL, KTAR, KVOA, WFBL, WHAM. Benton & Bowles Inc., New York, placed the account.

...AND NEITHER IS YOUR PROGRAM WORTH MUCH... IN WESTERN MONTANA ... IF YOU'RE NOT USING ...

**KGIR**

BUTTE, MONTANA

*Representatives*

JOSEPH McGILLVRA NEW YORK-CHICAGO

WALTER BIDDICK CO. PACIFIC COAST


## RADIO IS BASEBALL'S FRIEND

### Agency Executive Suggests 'Propaganda' Messages In Game Broadcasts to Entice Attentance

To the Editor of BROADCASTING:

Please note below a suggestion we made to WMCA which they now have under consideration:

"As I listen to the fine broadcasts of the baseball games by Wheaties over WMCA, this thought occurs to me: As Aylesworth says so well in BROADCASTING this month, 'radio is the movies' best friend'. Then why don't the announcers for this program says that radio is *baseball's* best friend? You yourself can convince Wheaties, the General Mills Co., of this fact.

"How can this be done? By simply taking one minute each day to say to your listeners: 'Why don't you, too, get into the habit of coming out to the games — see the Yanks play the Cubs—see Joe DeMaggio, Lou Gehrig and Dickey in action at least twice a week,' etc.

"Even Jacob Ruppert, and the Giants, too, will look with favor upon broadcasting if every day you have your announcer say 'go to the ball game twice a week'—just as Amos 'n' Andy say: 'See your dentist twice a year and brush your teeth twice a day.' And the announcer would have an even better way to send new people to see the Yanks or the Giants.

"My suggestion is to start that sort of propaganda out in Chicago this year; then next year you can get Jacob Ruppert to broadcast the Yanks' games, and Terry will want you to broadcast the Giants' games, to build up attendance. In other words, give baseball a better break on the General Mills program than it is getting now, by continually telling the radio audience to go to the ball games twice a week.

"Free advice is worth what you pay for it; maybe that's what this suggestion is worth."

WILLIAM H. RANKIN,
President, Wm. H. Rankin Co.,
Advertising, New York.

Aug. 4, 1936

## Sayres to Direct Sales Under New KYW Setup

REAFFIRMING its intention of keeping the present staff of KYW, Philadelphia, intact when on Sept. 1 NBC assumes program and sales management after nearly two years of local program operation under the Levy interests, using the WCAU studios, NBC announced Aug. 11 that Ralph A. Sayres, sales director under Dr. Leon Levy, will continue as commercial manager under Leslie Joy as manager. The only staff addition announced was George H. Jaspert, formerly program representative of all Westinghouse stations, who joins the sales department.

Mr. Sayres formerly was with the J. Walter Thompson Co. in New York, and at one time was with Associated Advertisers in China. James P. Begley continues as program manager, James A. Aull as publicity director and Ernest H. Gager as chief engineer. Mr. Gager heads a Westinghouse technical staff under the NBC-Westinghouse arrangement whereby all Westinghouse-owned stations are manned by that company's own technicians.

## 'Radio Guide' Sponsors A New Network Series

EXPRESSING its faith in radio advertising, *Radio Guide*, a national listener publication in Chicago, has signed for a series of weekly half-hour programs over a 20-station NBC-Blue network starting Oct. 2, Fridays, 10-10:30 p. m. (EST), for 13 weeks. This marks the first time that a listener publication has sponsored a network series. Officials of *Radio Guide* flew to New York the week of Aug. 11 to confer with its newly-selected agency, Lord & Thomas, New York, and to work out details of the new show. According to Curtis Mitchell, editorial director of *Radio Guide* who supervises the program, dramatizations of articles appearing in the magazine will be interspersed with vocal and orchestra selections. Other matter of general listener interest also will be incorporated. While the broadcast will originate at NBC studios in Radio City, pickups frequently will be made from Hollywood and other points. Radio stars will be featured each week.

## Jeffersonian Democrats

DEAN Gleanson L. Archer, of Suffolk Law School, Boston, who has been heard prominently on the radio there locally, on Aug. 13 announced his appointment as radio director of the newly organized Jeffersonian Democrats, the group formed early this month under the leadership of former Senator Reed of Missouri to oppose the New Deal. No announcement was made regarding plans to buy radio time.

## Licensing of Theatres Used for Broadcasting In New York Appealed

THE "studio-audience" issue between radio and the theatre popped up in a new guise in New York Aug. 12 when a suit was filed in the New York Supreme Court by banker-owners of the New Amsterdam Theatre to prevent the city from assessing a theatrical license for use of the house's roof theater for broadcasting. Both CBS and Mutual Broadcasting System use the theatre for audience broadcasts.

The Dry Dock Savings Institution, owner of the theatre, filed suit against Police Commissioner Valentine and License Commissioner Moss to restrain them from interfering with the broadcasts on the New Amsterdam roof. The license commissioner had notified the bank that unless a license was obtained he would "cause the police to forcibly eject the persons attending the broadcasts."

In its suit, the bank contended that no fee is charged for admission to the broadcasts, that no gratuities to attendants are permitted and that the audience is invited, thereby obviating the legal requirements for a theatrical license. CBS has leased the roof facilities for 13 Tuesday night broadcasts beginning Sept. 1, while MBS has leased it for 52 Sunday night broadcasts as of Aug. 9. The roof accommodates an audience of 750.

## Sealtest Going on NBC

SEALTEST LABORATORIES, division of National Dairy Products Corp., New York, will begin its first weekly network program on 36 NBC-Red network stations, beginning Saturday, Oct. 17, 8-9 p. m. No talent has been set for the broadcast nor is it known what local distributors for National Dairy Products will do with their local programs being broadcast over local stations in individual dealer territories. As these spot efforts are supported solely by the local distributor, National Dairy could not say what would be the final outcome. N. W. Ayer & Son Inc., New York, will handle the account.

## Thrivo on NBC-Blue

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food) on Oct. 6 will start a series of programs on 8 NBC-Blue stations, Tuesdays, 4:30-4:45 p. m. The contract is for 13 weeks. Stations are WJZ, WBZ-WBZA, WBAL, WHAM, WMAL, WSYR, WABY. Clements Co., Philadelphia, is agency.

## National Biscuit Returns

NATIONAL BISCUIT Co., New York, on Oct. 2 returns to the air using 60 NBC-Blue stations, Fridays, 9:30-10 p. m. (EST). The program, signed for 39 weeks, was placed through McCann-Erickson Inc., New York.

GEORGE SCHER, formerly of United Artists, RKO and Warner publicity departments, has joined Lennen & Mitchell Inc., New York agency, to do publicity work with special emphasis on radio.


**Jewelry Radioaids**

— in —

**40 Sparkling Episodes**

With a Sales Presentation of how to get your Jewelry Client a PREFERRED INTERVIEW with, "THE TWO BUYERS".

*Wire or Write*

**RADIOAIDS INC.**

1357 North Gordon Street Hollywood, Cal.



**NOW**
**250 WATTS**
New Vertical Radiator, all New Equipment
**WLBC - MUNCIE**

## FREE MUSTACHES
### High-power Merchandising in Baking Melodrama

CONTINENTAL BAKING Co., New York, has started an extensive merchandising campaign for its new series of old-time melodrama shows, titled *The Wonder Show*, which started Aug. 9 on a hookup of WOR, Newark, and WGN, Chicago, Sundays, 9-10 p. m., booked through Mutual Network and handled by Batten, Barton, Durstine & Osborn Inc.

To announce the program, full-page rotogravure insertions were used Aug. 8 in the *New York World-Telegram* and Aug. 9 in the *Chicago Tribune*, as well as 250-line spotlights on radio pages of 19 newspapers in and around New York and Chicago. One-hundred line ads will appear Aug. 16 on the radio pages of nine Sunday newspapers in the same cities.

Twenty-thousand reprints of the *World-Telegram* ad were sent to dealers for window display in New York and 28,000 of the *Chicago Tribune* ad to dealers there. The program has local commercials, WOR promoting cup cakes and WGN Twinkies cake. For two weeks Continental delivery trucks are carrying posters.

A contest also is featured, four $5 awards going to writers of the best verses to the Wonder Baker's Yo-Ho song. No proof of purchase is required but the program suggests that contestants eat some Wonder Bread for inspiration before writing their verses.

The first six programs are being broadcast from Carnegie Hall, New York, which seats 3,500. Every member of the studio audience receives an elaborate program, an old-fashioned narrow-brim buckram derby and a mustache similar to the one worn by the melodrama's villian. The show will go on the road in a few weeks.

## WSPR Installing Lines For 3-Station Hookup

SCHEDULED to join the new Colonial Network Sept. 27, WSPR, new 500-watt daytime station operating on 1140 kc. in Springfield, Mass., has already installed permanent lines connecting with WNBC, New Britain, and WELI, New Haven, for an exchange of commercial and sustaining programs. The station has purchased Transradio news and since June 1 has been on the air with a 225-foot Truscon vertical antenna.

Quincy A. Brackett, onetime assistant to Dr. Lee DeForest and later with Westinghouse stations, is president of Connecticut Valley Broadcasting Co., licensee, and his partners are L. B. Breed and Edmund A. Laport, former Westinghouse engineers. Mr. Leport is now in the RCA transmitter design section at Camden. The staff comprises: Milton W. Stoughton, former commercial manager of WBZ-WBZA and later with the Wm. B. Remington Adv. Agency in Springfield, as commercial manager; Wayne Henry Latham, formerly with the old WBET, WBZ and WHDH in Boston, as program director, and Hillis W. Holt, former Westinghouse engineer, as chief engineer.

## Philco Discloses Its Television

*(Continued from page 11)*

are greyish, really black and white, and for some hours after the demonstration my eyes suffered from strain which I can attribute only to having watched the pictures so intently for nearly an hour.

Other observers who have seen both systems were loath to make comparisons, but there were only a few persons at the Philco demonstration who had seen both. My general reaction, without knowing the technical details of either system, was that both companies must be working along practically identical lines and getting practically identical results. Possibly the novelty surprise—even amazement—that the RCA pictures evoked accounts for the lessened impression created by Philco's, but the fact remains that practically everyone at the Philco demonstration was deeply impressed by what he saw.

Of course, it must be remembered that the Philco pictures were coming over a seven-mile span from the factory wherers RCA's received images were picked up from a transmitter only one mile away during its Camden demonstration. RCA has not yet permitted many persons to see its system since it began field tests from the Empire State Bldg. transmitter in New York City, and I have not been informed what distance ranges it has achieved.

Whisked back to the factory to see the transmitting apparatus, we were shown some of the same pictures on laboratory models, quite simple in design and employing the cathode-ray tubes in horizontal rather than vertical-mirrored positions. These pictures were carried on the wide-range coaxial cables, not over the air. The definition was much better than it was when the pictures were received via radio.

The studio was a very small room, in which the movable camera, corresponding to RCA's "Iconoscope" but said to be considerably different in design, was seen as pictured on page 11. The televised subject was required to sit before a white screen under lights that must be as hot as the Kliegs of Hollywood. The camera is moved exceedingly close for closeups, farther away for full lengths. The general aspect of the Philco television laboratory, even to the control panels with their monitoring pictures, was almost exactly that of RCA.

All in all, the demonstration furnished convincing proof that the laboratory workers have television well in hand; that picture quality equal to home movies as Philco's official statement said, must still be their goal; that the researchers are exceedingly close to home movies in definition, with the pictures, as they now are, probably acceptable to the public; that when Philco scraps the present apparatus and increases the number of lines to 440 or 450, as it proposes to do, home movie definition may be attained — and television at that standard, according to the RMA's position, may be ready for the public.

## G. Washington on NBC

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., which has been testing *Prof. Quiz* on WJSV, Washington, and lately on both WJSV and WABC, New York, CBS stations, has booked a 13-week block for a special network of eight of NBC's owned and managed group. The program, scheduled for Saturdays, 7:30-8 p. m., would start Sept. 19 and be heard on WJZ, WBZ-WBZA, KDKA, WGY, WRC, WTAM and WENR or WMAQ. Cecil, Warwick & Cecil Inc., New York, is agency.


Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

LOOK
*into KFPY's Local Picture*

JUDGE KFPY by its growth in local sales . . . its growth in listener audience (larger than all other Spokane stations combined) . . . its growth in facilities and coverage (now preparing for an increase in power to 5 KW) . . . and you'll agree with local advertisers that the station to use is

KFPY
In Spokane

REPRESENTATIVES
J. H. McGILLVRA, 485 Madison Avenue, NEW YORK . . . and Palmolive Bldg., CHICAGO
WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

CONSIDER-
*Mr. Advertiser:*
NORTHERN NEW JERSEY

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of
Boston
St. Louis
Pittsburgh
all put together.

*Now WAAT exclusively caters to that local community pride and furnishes the local color that sells! . . .*

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for you.

WE HAVE THE FACTS

*For instance, take:*

CASE HISTORY #7
Nationally-known packers of Bottled Fruit Juice—offered menu chart—limited one to a family. Only 2,000 charts were made available for distribution—yet eight, two minute "plugs" brought 2,157 letters containing labels from his product.

CASE HISTORY #12
Manufacturer of hair preparation received 1,850 requests for Booklet on care of the hair—after twelve one minute "plugs". Close follow up on one thousand listeners who received booklet, showed 535 had purchased his product—300 intended to purchase—29 couldn't afford it—46 did not respond to follow up.

CASE HISTORY #19
Local retailer with seven stores, using WAAT exclusively, showed $30,000 gross increase in sales for the first six months 1935 over the same period in 1934.

*Specific details on request.*

940 KC
WAAT
Jersey City, Northern New Jersey

## BULLETIN

**SOME question has arisen in the minds of stations not previously licensed by Warner music houses as to the form of the dismissal of suits alleging infringement of their music. Notices sent to the stations by Warner counsel stipulated that the suits would be dismissed without costs and without prejudice. The "without prejudice" provision, it is thought, might leave the way open for Warner to reinstitute the suits at a later date.**

**In this connection the view was advanced that stations should request from Warners a rewriting of this clause, or at least a letter in which it will agree perpetually never to recommence the particular infringement suits. It has been indicated by Warner counsel that this would be done in order to eliminate any threat of future action. The matter of discontinuance of suits without court costs and counsel fees is one to be determined by stations with Warner.**

## Cobb to Transamerican

AMOS HUBBELL COBB, of New York, has joined the sales department of Transamerican Broadcasting & Television Corp. under Virgil Reiter Jr., manager of the sales department, it was announced Aug. 12. He was formerly with the Blaker Advertising Agency, New York, handling the American Radiator Co. account, and prior to that was director of media and research for the Joseph Katz Agency, New York, having handled the Ex-Lax spot campaigns. For five years he was with N. W. Ayer & Son, New York, as an account executive.

# Warner Return Quiets Copyright

*(Continued from page 7)*

this litigation, the NAB for two successive years has gone on record in its support as a step in the direction of bringing about fair and equitable dealings with copyright owners and of ultimately resulting in procurement of music in an open competitive market.

### Simplifying Evidence

AT THIS time the suit, filed Aug. 30, 1934, is not on the calendar of the Federal District Court in New York, but ASCAP and Department of Justice attorneys assigned to it are seeking to stipulate portions of the evidence as a means of making the case less cumbersome for court handling. The untimely death of Nathan Burkan, ASCAP general counsel, several months ago retarded this work, but it is to be resumed shortly.

When Warner withdrew from ASCAP the suit lost a strong point, since Warner houses, with about 25% of the ASCAP repertory apparently "broke" what the government called a monopoly. Its reinstatement makes the monopoly charge again intact. Moreover, admission of failure, through its return to the ASCAP fold, is a strong point in the Government's favor since it tends to confirm the government contention of ASCAP's complete dominance, and the inability of a single organization—even one as strong as the Warner group with millions in resources—to operate independently.

Warner, which complained bitterly of ASCAP methods at the time of its withdrawal, may find itself in the position of a witness against ASCAP in the Government suit. Statements made by it at the time are regarded as substantial evidence to support government allegations of monopoly and restraint of trade.

There has been no conversation, either by government counsel or by ASCAP counsel or officials, with respect to a consent decree in the suit, whereby ASCAP might agree to abstain from certain practices and place itself under court jurisdiction as a guarantee against this. At the outset of the suit two years ago, it was learned, there was such a thought.

E. C. Mills, ASCAP general manager, authorized the statement Aug. 10 that it was the intention of ASCAP to "try the case on its merits and we believe we will win." He said a consent decree had not been discussed, and so far as he was concerned, would not be.

### The Power of Radio

WHILE the major networks and independent stations which refused to sign Warner contracts were not inclined to boast over the Warner return, they feel that their judgment was vindicated and that they proved the potency of radio in the music field. From the first, the networks opposed any move whereby stations would sign with Warner Bros. houses, feeling that the ASCAP contracts, in the first instance, protected stations and that the Warner effort was simply one to exact more tribute from radio for the same amount of music.

Meanwhile, James W. Baldwin, NAB managing director, declined to comment upon the Warner return. He left for a brief vacation Aug. 7 but kept in touch with activities and his office by phone. Mr. Baldwin's only statement in connection with the Warner reaffiliation was a bulletin sent to members, upon being apprised of the negotiations, in which he said it would seem that stations licensed by Warner would be "justified in withholding further payments" until full information was obtained.

Mr. Baldwin is pressing forward with his Bureau of Copyrights, authorized by the NAB board and affirmed at the NAB convention in July, looking toward the creation of a reservoir of public domain music and other compositions, designed to tide the industry over in the event of another emergency. Data is being compiled under the direction of Edward J. Fitzgerald, copyright director. The initial work of this bureau is that of making available to broadcasters a complete index of active musical compositions and to create a standard library of compositions, taken mostly from the public domain.

Immediately upon the consummation of the Warner reinstatement, networks and stations alike began performances of numbers from these catalogs. NBC, CBS and Mutual saluted Warners in special programs on the night of Aug. 5. It was expected there would be an extraordinarily large number of Warner performances over networks and stations because the music, due to lack of performance for seven months, constitutes "live" program material.

For the next two quarters of this year, Warner will share in ASCAP income on the basis of an arbitrary estimate of performances, largely founded upon its rating prior to Jan. 1. For the first and second quarters of 1937 the actual performance data will be available and the payments for the preceding two quarters will be reconciled with either additional payments to Warners or rebates, depending upon the recorded showing. The dividend ratings are based 50% on performance, 20% on seniority (which Warner houses retain as of the time they withdrew) and 30% on availability of music in their catalogs. Receipts of ASCAP are divided equally between publishers and composers.

Edwin M. Morris, rather than Mr. Starr, will become the Warner member on the ASCAP board at its next meeting. The place on the board was voted Aug. 3 by the ASCAP board when it agreed unanimously on the Warner return. He is vice president and general manager of Warners' MPHC and is directly accountable to Harry M. Warner, president of the Warner companies. It was Mr. Warner who assigned Mr. Hazen to the negotiations, not only because of the losses to Warner musical motion pictures, but also due to threats of withdrawal from Warner houses of outstanding composers, complaints from motion picture exhibitors of the failure to procure radio plugs for productions featuring music, and the generally depressed attitude of his associates and clients over the non-performance revenue loss.

Rocco Vocco will be in charge of Witmark and Remick catalogs insofar as radio contracts are concerned, with Larry Spier in charge for Harms Inc. and T. B. Harms. Art Schwartz, under the new setup, will be head contact with Warner studios on the West Coast.

Immediately following the reinstatement of Warner houses Mr. Mills sent a night letter to all stations informing them that the Warner catalogs were included again in the ASCAP repertory and that stations could play the numbers. He followed this up on Aug. 4 with a formal statement setting forth the effect of the realignment.

The monopoly suit against ASCAP, brought by the state of Maine on grounds similar to this in the Washington State case last year, originally set for trial on Aug. 3, was continued subject to call at the time set. A hearing was to be held Aug. 3 before the Chief Justice of the State, but was deferred for unassigned reasons. ASCAP was prepared to appear at this hearing, whereas in the Washington state case, which resulted in appointment of a receiver, it did not appear. Two months ago, this receivership was dissolved.


**TRANSCO WELCOMES THE RETURN—OF**

MR. LINDSAY MACHARRIE, well known Author - Producer, as production manager in charge of all programs.

Mr. MacHarrie's resignation as production manager of KHJ, the Los Angeles station of The Columbia Don Lee Broadcasting System, is effective as of August 1st, 1936.

And Mr. George H. Field, who will represent Transco as Field Manager in the Eastern territory, with headquarters in New York City. Mr. Field is well known in the radio, and advertising agency field throughout this area, and may be addressed temporarily at 345 W. 88th St., New York, N. Y.

■

**Radio Transcription Company of America, Ltd.**

Hollywood Office
1509 N. Vine St.

Chicago Office
666 Lake Shore Drive



**To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations**

**KOMO** NBC-Red | **KJR** NBC-Blue

*National Representatives* — EDWARD PETRY & CO.

## IN THE CONTROL ROOM

WILLIAM KOTERA, chief engineer of WOW, Omaha, is back at his duties following a serious attack of arthritis.

HOLMAN O. LENHART, formerly technical director of Audisk Corp., San Francisco transcription concern, has been appointed recording engineer of Techna Corp., broadcasting and sound equipment manufacturers in that city.

WALTER S. LEMMON, operator of WIXAL, Boston shortwave broadcasting station, on Aug. 4 was granted patents No. 2,049,705 and 2,049,706 on systems for "transmitting intelligence", radio-typewriter devices which he has assigned to International Business Machines Corp., New York.

JOSEPH CHAMBERS, of the Washington consulting engineering firm of McNary & Chambers and former chief engineer of WLW, Cincinnati, and Mrs. Chambers are the parents of a 6 lb. 2 oz. girl, Elizabeth Ann, their second daughter, born Aug. 4 in Cincinnati.

ED COHAN, CBS technical director, recently supervised technical facilities for a Ford broadcast from the Gulf exposition studios.

MAX WEINER, chief engineer of WNEW, Newark, who has been flying frequently with WAVA, the station's shortwave transmitter, has contacted the flying urge and is learning to be a pilot.

WALTER BRADLEY MARTIN, of Roslyn, Pa., and Percy C. Noble, of Westfield, Mass., have been elected directors of the American Radio Relay League for the Atlantic and New England divisions, respectively. They fill the board vacancies created by Dr. E. C. Woodruff, of Pennsylvania State College, and George W. Bailey, of Weston, Mass., newly elected president and vice president of the amateur organization.

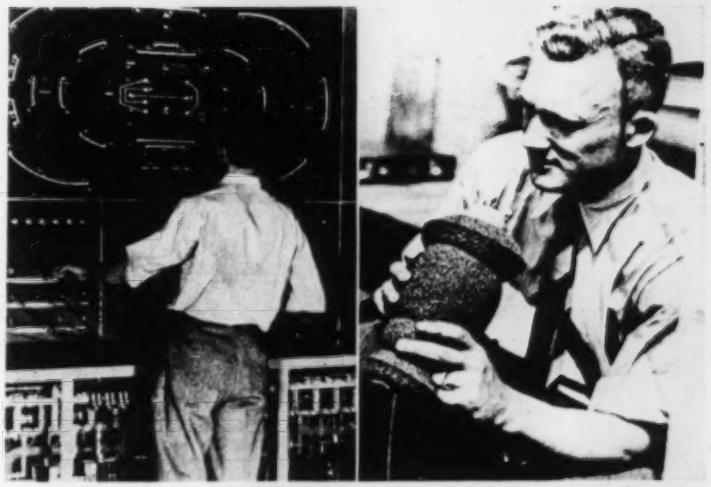
## EQUIPMENT

WWVA, Wheeling, has ordered a new 279-foot vertical radiator from Blaw-Knox Co., to replace the two 225-foot towers it has been using four years. Erection is to be completed in 60 days. The site was determined by Jansky & Bailey, Washington engineering firm.

UNITED TRANSFORMER Corp., New York, announces issuance of a bulletin covering equalizers and filters for broadcast, recording and similar service. Included is a description of United's universal equalizer for broadcast and recording service, just announced. It incorporates separate controls for high and low frequency equalization.

ASTATIC Microphone Laboratory Inc., Youngstown, O., has designed a new "detector" for microphone pickups where the instrument is to be concealed or hidden. Known as Model 218, it is a single diaphragm crystal, with the interior assembly cushion mounted, to permit use under adverse conditions of vibration. It has a wide angle unidirectional pickup and weighs only 3½ ounces, is 2⅛ inches in diameter and ⅞ inch thick, with a flat back, domed screen front and a spring clip for attachment.


**WGH**
Gives Live Local Representation
In Three Prosperous Cities
With Studios and Offices
NORFOLK — PORTSMOUTH
—NEWPORT NEWS

BROADCASTING THE OLYMPICS — At left is neon-animated master switchboard, in the shape of a miniature stadium, which controls more than 100 microphone outlets carrying reports of the Olympic Games at Berlin to 37 foreign countries, including the United States, as well as to Germany's vast shortwave system over which running accounts in various languages were continuously broadcast throughout the world. At right is a newly designed German crystal mike mounted with preamplifier in a tube and wrapped in rubber sponge, used by announcers covering the regatta events of the Olympics.

WMIN, new 100-watter in St. Paul licensed to Edward Hoffman, will install a Western Electric 100-250 watt transmitter, Western Electric speech input and a Blaw-Knox antenna, and expects to be on the air Sept. 15.

BRUNO LABORATORIES Inc., New York, announces its new Velotron microphone, said to incorporate new principles of construction and to employ a static rather than a magnetic field.

## Set Sales for Six Months Far Ahead of Last Year

SALES of radio sets during the first half of 1936 advanced 15 to 30% over last year's figures, with production reaching the highest rate in history, according to a review of the radio industry announced Aug. 8 by Dun & Bradstreet Inc.

Outstanding in the six-month period were sales of auto radios, the volume running from 30 to 150% above last year, the review states. The trend to floor and console models is noted, contrary to past years when midget and cheap table sets were at the height of their popularity. Sales of battery sets to farm districts also are far ahead of last year. Perfection in design and engineering are noted in the new 1937 models.


**"A" CUT CRYSTALS**
(Approved by FCC)

If you are revamping to comply with FCC Rule No. 132, you will probably need an approved low drift crystal. We offer them for immediate delivery at $50.00 each including mounting.

HOLLISTER CRYSTAL CO.
WICHITA, KANSAS


## CRCV to Go to 5 kw.

CRCV, Vancouver, Canadian Radio Commission station, will place a 5,000 watt transmitter in operation this autumn. Work already is under way on the equipment and studios are being modernized. The 400-foot single radiator will be the first of its type in Canada. The CRC engineering department is handling the installation.


**"ABOVE THE AVERAGE"**

WPTF frequently makes the claim of serving an "above the average" territory . . . and no phrase could be more aptly used in describing North Carolina!

The population of the territory reached and influenced by WPTF is "above the average" in buying desires and BUYING POWER due to "above the average" income from "above the average" commercial, industrial and agricultural sources!

As a result, North Carolina offers an "above the average" market for merchandise of every description.

As for WPTF, careful surveys show that the Capital City station offers "above the average" coverage (more than 180,000 Carolina homes with thousands more in adjacent territories) with "above the average" listener interest.

Consequently, WPTF has been able to consistently do an "above the average" job for an "above the average" number of national advertisers.

WPTF will do an "above the average" job for YOU in North Carolina, the "above the average" market place!

*Write Free, Johns & Field, Inc., or direct for data and coverage map.*

**WPTF**
RALEIGH NORTH CAROLINA



**FEDERAL TELEGRAPH CO.**
**RADIO TUBES** FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents
Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 266A)

●F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

*Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.*

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

# ACTIONS OF THE
# FEDERAL COMMUNICATIONS COMMISSION

**(Broadcast Division)**

## AUGUST 1 TO AUGUST 13, INCLUSIVE

## Decisions . . .

(These actions are subject to ratification by the Broadcast Division at its next regular meeting.)

### AUGUST 5

**SPECIAL AUTHORIZATIONS:**

KGBK, Tyler, Tex. — Extension temp. auth. spec. hours.

KCMO, Kansas City—Extension temp. auth. use former KGBX trans.

WFIL, Philadelphia — Extension temp. auth. 1 kw N.

WSBC, Chicago—Temp. auth. use trans studios WEDC.

KSTP, St. Paul—CP trans. site, vertical radiator 1460 kc 10 kw N 25 kw D unltd.

KWTO, Springfield, Mo. — Modif. CP trans. site, vertical radiator.

KRRV, Sherman, Tex. — Modif. CP trans., studio sites, change equip.

KWJJ, Portland, Ore.—Extension temp. auth. 1040 kc ltd.

WJAG, Norfolk, Neb.—Extension temp. auth. 1060 kc 1 kw ltd.

WTIC, Hartford—Extension exp. auth. unltd., Simul-KRLD.

WESG, Elmira, N. Y.—Extension temp. auth. D to LS New Orleans with 1 kw.

KTHS, Hot Springs, Ark.—Extension temp. auth. simul.-WBAL with 10 kw to LS.

KRLD, Dallas—Simul.-WTIC.

WBAL, Baltimore—Simul.-KTHS.

MISCELLANEOUS — NEW, Ntal. Battery Brdcstg. Co., St. Paul, set for hearing CP 920 kc 1 kw unltd. directional; WELI, New Haven, denied spec. auth. LS-8 p. m. 500 w 30 days; KUSD, Vermillion, S. D., Commission reconsidered action setting for hearing applic. renewal and modif. license from Sh.-KUSD, WILL ½ time; KFNF ½ time to SH. KFNF, KUSD ⅛ th time, KFNF 7/8th time, dismissed said applic. from docket, granted renewal license regular basis.

### AUGUST 11

**APPLICATIONS GRANTED:**

KRKO, Everett, Wash.—CP new trans.

WNLC, New London, Conn.—Modif. CP re equip., antenna.

WCLO, Janesville, Wis.—Modif. CP re equip.

WHLB, Virginia, Minn.—Modif. CP re trans., equip.

KHQ, Spokane — Modif. CP re trans. site, radiator.

KMA, Shenandoah, Ia.—Modif. CP re equip., move trans.; temp. auth. unltd. time.

WCMI, Ashland, Ken.—Modif. CP local move.

WKBB, E. Dubuque, Ill.—License for CP 1500 kc 100 w 250 w LS unltd.

WAAF, Chicago—License for CP 920 kc 1 kw D.

WKBV, Richmond, Ind.—License for CP 1500 kc 100 w N 250 w D spec.

WJNO, W. Palm Beach, Fla.—License for CP 1200 kc 100 w unltd.

WMBD, Peoria, Ill.—License for CP 1440 kc 500 w 1 kw D unltd.

MISCELLANEOUS—WBNC, New Britain, Conn., denied temp. auth. LS-8 p.m.; denied petition E. E. Long Piano Co. for reconsid. grant applic. Valley Electric Co. new station San Luis Obispo, Cal., and denying its applic.; denied motion KFI asking FCC to remand applic. KTFI for modif. of license, for further hearing; denied motion Southland Industries Inc., asking FCC to remand for further hearing applic. J. Laurance Martin, Tucumcari, N. Mex., for CP; granted petition Pee Dee Brdcstg. Co., Florence, S. C., protesting grant without hearing applic. of O. Lee Stone for CP new station in Florence and set for hearing, effective date postponed; denied petition O. Lee Stone for dismissal protest filed by Pee Dee Brdcstg. Co.

### AUGUST 13

**APPLICATIONS RECONSIDERED AND GRANTED:**

KTAT, Fort Worth—Consent vol. assign. license to Raymond E. Buck.

KOMA, Oklahoma City—Vol. assign. license to Hearst Radio Inc.

WACO, Waco, Tex.—Vol. assign. license to KTSA Brdcstg. Co.

**APPLICATIONS GRANTED:**

WOW, Omaha — Extension temp. auth. 5 kw N.

KOTN, Pine Bluff, Ark. — Extension temp. auth. unltd.

WNAC, Boston—License for CP new equip., 5 kw D.

WTHT, Hartford—License for CP new station 1200 kc 100 w D.

WNBF, Binghamton, N. Y.—CP new antenna, move trans. locally.

WFOR, Hattiesburg, Miss.—License for CP new equip., move studio locally.

WSBC, Chicago—License for CP move locally, new antenna.

WGH, Newport News, Va.—CP vertical radiator, move trans. locally.

WEAN, Providence, R. I.—Modif. CP trans., antenna.

WCAZ, Carthage, Ill.—License for CP move locally.

WHIO, Dayton—License for CP increase 1 to 5 kw D, directional N.

WLBC, Muncie, Ind.—License for CP vertical antenna, increase 100 to 250 w D.

KRBC, Abilene, Tex.—Modif. CP trans., studio sites.

KYOS, Merced, Cal.—Same.

MISCELLANEOUS—KCMO, Kansas City, reconsidered grant modif. license move studio lically, increase spec. to unltd., and set for hearing; granted temp. auth. unltd.

ORAL ARGUMENTS—WIL, St. Louis (applic. CP) and Star-Times Pub. Co., St. Louis (applic. CP) to be heard Sept. 10; KGKO, Wichita Falls, Tex. (applic. CP) to be heard Sept. 17.

SET FOR HEARING — NEW, Michael F. Murray, St. Cloud; WCFL, Chicago (increase to 50 kw, to be heard Sept. 24).

APPLICATIONS DENIED — W E L I, New Haven, operate 50 w LS-8 p. m. 30 days; KOOS, Marshfield, Ore., LS-9 p. m. 100 w 1200 kc 30 days.

## Examiners' Reports . . .

NEW, Tulare-Kings Counties Radio Associates, Visalia, Cal. — Examiner Hyde recommended (I-268) that CP 1190 kc. 250 w D be granted if Clarke Standiford CP applic. for Visalia is not granted.

NEW, Jack E. Brantley, Mrs. Jack E. Brantley, Jack E. Brantley Jr., Savannah, Ga.; W. T. Knight Jr., Savannah—Examiner Dalberg recommended (I-269) that applic. of Brantleys for CP 1310 kc 100 w unltd. be denied; that applic. W. T. Knight Jr. for CP 1310 kc 100 w unltd. be denied.

KGFG, Oklahoma City—Examiner Bramhall recommended (I-270) that applic. modif. license changing hours from Sh. to unltd. be granted; that applic. transfer 133 1/3 shares of stock of Oklahoma Brdcstg. Co. Inc., from Hale V. Davis to Harold V. Hough be granted.

NEW, Black River Valley Broadcasts Inc., Watertown, N. Y. — Examiner Dalberg recommended (I-271) that applic. CP 1420 kc 100 w 250 LS unltd. be granted.

NEW, Gulf Coast Brdcstg. Co., Corpus Christie, Tex.—Examiner Hill recommended (I-272) that applic. CP 1330 kc 250 w 500 w LS unltd. be granted.

NEW, Albert Lea Brdcstg. Co., Albert Lea, Minn.; NEW, Winona Radio Service Winona, Minn. — Examiner Hyde recommended (I-273) that applic. Albert Lea Brdcstg. Corp. CP 1200 kc 100 w unltd. be granted, subject conditions limiting operating time to daytime hours; that applic. Winona Radio Service CP 1200 kc. 100 w unltd. be granted, subject conditions limiting operating time to daytime hours.

NEW, Cache Valley Brdcstg. Co., Logan, U.—Examiner Hill recommended (I-274) that applic. CP 1200 kc 100 w unltd. be granted.

NEW, Harold Johnson, Leland M. Perry, Cedar City, U.—Examiner Hill recommended (I-275) that applic. CP 1310 kc 100 w unltd. be granted.

WHFC, WKBI, WEHS, Cicero, Ill.—Examiner Dalberg recommended (I-276) that applic. CP change 1420 kc 100 w spec. to 100 w 250 w LS be granted.

NEW, J. T. Bilben, N. G. Barnard, Walker, Minn —Examiner Bramhall recommended (I-277) that applic. 1310 kc 100 w unltd. be denied.

NEW, Hunt Brdcstg. Assn., Greenville, Tex.—Examiner Hill recommended (I-278) that applic. CP 1200 kc 100 w D be dismissed with prejudice.

## Applications . . .

### AUGUST 3

WNAC, Boston—License for CP change equip., increase power.

WEEI, Boston — Vol. assign. CP to WEEI Brdcstg. Corp.; modif. CP new trans., directional antenna, increase 1 kw to 1 kw N 5 kw D, move trans., to further request 5 kw N & D.

WNBF, Binghamton, N. Y.—CP new antenna, move trans.

NEW, James Bourland, John Tebbell, Gerald J. Cotter, Ray D. Markel, d/b Central Mich. Radio Co., Mt. Pleasant, Mich.—CP 1350 kc 250 w unltd.

WCOL, Columbus—CP change equip., increase 100 w to 100 w 250 w D.

NEW, Southeastern Brdcstg. Co. Inc., Macon, Ga.—CP 1210 kc 100 w spec.

NEW, Times Pub. Co., Okmulgee, Okla.—CP 1210 kc 100 w D.

NEW, Michael F. Murray, St. Cloud, Minn.—CP 560 kc 5050 w D.

WCAZ, Carthage, Ill.—License for CP change equip., move trans.

KFEL, Denver — License for CP as modif. change equip., move trans.

KSLM, Salem, Ore.—CP new trans., change antenna, increase to 250 w, change 1370 to 1240 kc.

KQW, Sacramento—CP change equip., new antenna, increase 1 kw to 1 kw N 5 5kw D, move trans.

NEW, Julius Brunton & Sons Co., San Jose, Cal.—CP 970 kc 250 w D (contingent KQW grant).

NEW, John D. Fields Inc., Las Vegas, Nev.—CP 1370 kc 100 w unltd.

KJBS, San Francisco—CP new antenna, change 1070 to 1080 kc., move studio, trans., locally.

WMBH, Joplin, Mo.—CP new trans.

NEW, Ben S. McGlashen, Los Angeles —CP 25950 kc 1 kw.

APPLICATIONS RETURNED—W3XEY, Baltimore, license for CP gen. exp.

### AUGUST 4

WAWZ, Zerepath, N. J.—CP new trans., antenna.

NEW, Harold Thomas, Pittsfield, Mass. —CP 1310 kc 100 w 250 w D unltd.

NEW, News-Tribune Co., Duluth — CP 630 kc 250 w unltd.

NEW, R. W. Page Corp., Columbus, Ga.—CP 950 kc 250 w unltd.

NEW, C. W. Corkhill, Sioux City, Ia.—CP 1200 kc 100 w unltd., amended to 1420 kc.

WCLO, Janesville, Wis. — Modif. CP move trans., increase power, re equip.

NEW, Chauncey W. Hammond, Oakland, Cal. — CP 1280 kc 500 w 1 kw D unltd., amended to 1 kw D & N.

APPLICATIONS RETURNED—KGBZ, York, Neb., vol. assign. license to Nebraska Brdcstg. Co., auth. transfer control to Nebraska Brdcstg. Co.

### AUGUST 6

WTHT, Hartford—License for CP new station.

WIP, Philadelphia—Extension exp. auth. 1 kw.

WCMI, Ashland, Ky.—Modif. CP change equip., increase power, to request move studio to 20th & Greenup Sts.

NEW, Louisville Times Co., Louisville—CP 1210 kc 100 w unltd.

NEW, Sharon Herald Brdcstg Co., Sharon, Pa.—CP 780 kc 250 w D.

WFOR, Hattiesburg, Miss.—License for CP new equip., move studio.

WSBC, Chicago—License for CP move station, change antenna.

KJR, Seattle—CP change equip., increase 5 to 10 kw.

KGGC, San Francisco—CP new trans.

KOOS, Marshfield, Ore. — Modif. CP change equip., move trans., asking further changes equip., change hours D to unltd. 250 w.

APPLICATIONS RETURNED—WRGA Rome, Ga.; WEOA, Evansville, Ind.

### AUGUST 8

WHDL, Olean, N. Y.—CP change 1420 to 1400 kc increase 100 to 500 w, move trans. to Allegany, N. Y. amended re equip., change power to 250 w.

WJAR, Providence—CP change equip., increase 1 kw to 1 kw 5 kw D.

NEW, World Wide Brdcstg. Corp., Boston—CP 6040, 11790 kc 5 kw relay exp.

WDAE, Tampa, Fla. — Extension exp. auth. 2½ kw D, change equip.

KCMO, Kansas City — License CP new equip., move trans. studio.

KGBX, Springfield, Mo. — CP change equip., increase 500 w to 1 kw, move locally.

KAST, Astoria, Ore. — Vol. assign. license to Astoria Brdcstg. Co.

### AUGUST 9

W3XEY, Baltimore — License for CP gen. exp.

NEW, David J. Mercier, George F. Warren, d/b Northern Brdcstg. Co., Traverse City, Mich.—CP 830 kc 500 w D.

NEW, Columbia Radio Co. Inc., Columbia, S. C.—CP 1200 kc 100 w unltd.

KLZ, Denver — License for CP move trans., new equip., increase power.

### AUGUST 11

WJAR, Providence—CP move trans. locally for aux. use.

WKZO, Kalamazoo, Mich.—CP new equip.

WEED, Rocky Mount, N. C.—License for CP change equip., increase power.

KGFI, Corpus Christi, Tex.—CP move trans., amended to install vertical antenna.

KGCX, Wolf Point, Mont.—Modif. CP new equip., move trans., change freq., increase power, requesting move trans. site, change equip.

APPLICATIONS RETURNED — NEW, Science Surveys Inc., Cleveland, CP 880 kc 1 kw N 5 kw D unltd.; NEW, Radio Enterprises, Lufkin, Tex., CP 1310 kc 100 w D; WSGN, Birmingham, CP new trans.; NEW, H. W. Wilson & Ben Farmer, Wilson, N. C., CP 1310 kc 100 w D.

### AUGUST 12

NEW, Oliver C. Harriman & Ralph Clark, New York—CP 2 kw visual station; CP 1 kw spec. exp.; CP 2 kw gen. exp.

NEW, Hearst Radio Inc., Albany, N. Y. —CP 970 kc 1 kw unltd. amended to 1280 kc.

NEW, Roanoke Gospel Tabernacle, Roanoke, Va.—CP 590 kc 100 w spec., amended to 1500 kc.

WLVA, Lynchburg, Va. — CP change 1200 to 1390 kc, increase 100 w 250 w D to 500 w D & N, directional N.

WGST, Atlanta — CP new trans., antenna, increase 500 w 1 kw D to 1 kw 1 kw D, move trans.

KTSA, San Antonio—CP new trans.

WNOX, Knoxville—CP new trans., antenna, increase D to 5 kw, move trans.

### AUGUST 13

WOW, New York—Auth. transfer control from John Iraci et al to Arde Bulova 766 shares.

NEW, Eugene Meyer & Co., Washington—CP 630 kc 250 w 500 w D unltd. amended to 1310 kc 100 w 250 w D, omni request WMAL facilities.

NEW, Schuylkill Brdcstg. Co., Pottsville, Pa.—CP 580 kc 250 w D.

NEW, Lou Poller, Scranton, Pa.—CP 930 kc 250 w D.

WBAX, Wilkes-Barre, Pa. — Modif. license spec. to unltd.

WBIG, Greensboro, N. C.—Exp. auth. 1 kw N & D three months.

WTCN, Minneapolis — Modif. license spec. to unltd., asks facilities WLB, WCAL.

WLB, Minneapolis — CP new trans., change from 1250 to 760 kc, 1 to 5 kw Sh.-WCAL.

WCAL, Northfield, Minn.—CP change equip., new antenna, change 1250 to 760 kc 5 kw D Sh.-WLB.

KGW, Portland, Ore.—License for CP change equip.

APPLICATIONS RETURNED—WHDH, Boston; WJJD, Chicago; KFJM, Grand Forks, N. D.

## Hearings Are Ordered

AT A SPECIAL meeting on Aug. 13, the FCC Broadcast Division designated for hearing on Sept. 24 the application of WCFL, Chicago Federation of Labor station, for an increase in power to from 5,000 to 50,000 watts on the former clear channel of 970 kc., upon which KJR, Seattle, is the dominant station. Simultaneously, it designated Sept. 10 as the date on which it will hear oral arguments on the applications of the *St. Louis Star-Times* and of WIL for the 1250 kc. regional channel, with 1,000 watts in St. Louis, and set Sept. 17 as the date for oral arguments on the application of KGKO, Wichita Falls, Tex., for removal to Fort Worth.

KOVC, Valley City, N. D., a new station authorized recently by the FCC, has completed plans for new studios and equipment, together with a vertical radiator, according to George B. Bairey, licensee and manager. Studios will be in the Rudolph Hotel. Walter Nelson, former newspaperman, has been named commercial and publicity director of the station, which will operate on 1500 kc., with 100 watts full time.

## Lehn & Fink Completes Plans for CBS Series

LEHN & FINK Inc., New York (cosmetics, proprietaries) on Oct. 5 starts its 45-minute noontime schedule on 26 CBS stations, breaking the period into three blocks to promote three products.

The first segment, 11:45-12 noon, will present Dr. Allan Roy Dafoe, Dionne quintuplet physician, speaking directly from Callander, Ont., and will promote Lysol. It will be heard Mondays, Wednesdays and Fridays. From 12-12:15 the program will be *The Gumps*, based on the comic strip, and will promote Pebeco toothpaste Mondays through Fridays. The 12:15-12:30 period will promote Hinds Honey & Almond Cream with Ted Malone as talent, also Monday through Friday. Malone will broadcast his *Between the Bookends* program from Kansas City, where it attained popularity on KMBC.

Lysol currently is sponsoring *Life of Mary Sothern* on 4 Mutual stations but the commercials will be shifted to Hinds cream, a seasonal product, after Sept. 14. Lennen & Mitchell Inc., New York, is agency for Pebeco and Lysol, with William Esty & Co. Inc., New York, handling Hinds cream.

## Wisconsin Campaign

JOHN B. CHAPPLE, Republican candidate for Governor of Wisconsin, inaugurated his radio campaign Aug. 13 when he broadcast the first of a series of sponsored campaign speeches over the Wisconsin group of the Affiliated Broadcasting Co. network, using a seven-station chain composed of KFIZ, Fond du Lac; WCLO, Janesville; WHBL, Sheboygan; WHBY, Green Bay; WKBH, La Crosse, WOMT, Manitowoc; and WRJN, Racine.

## Ford Branch Spots

FORD branch offices in Dearborn, Mich., and Omaha are using announcements on WJR, WXYZ, WWJ, WOW and KOIL as part of Ford dealer campaign. The announcements are broadcast seven days a week on an extensive schedule. Commercials advertise all Ford products. N. W. Ayer & Son Inc., New York, placed the account.

## Scripps-Howard Has Fight

SCRIPPS - HOWARD newspapers will sponsor the Joe Louis - Jack Sharkey fight Tuesday, Aug. 18, on 20 CBS stations. The account was placed direct by arrangements between the network and Karl Bickel, president, and James Hanrahan, vice president, of Continental Radio Co., Scripps - Howard radio subsidiary.

## NBC Promotes Shechter

A. A. SHECHTER, NBC news editor in charge of Esso, Press-Radio, Lowell Thomas and Walter Winchell news broadcasts, on Aug. 13 was promoted to director of special features and news, combining his present duties with those formerly exercised by William Lundell, who resigned recently as special features director. Mr. Shechter will report to John Royal, NBC program vice president.

## Special Drene Hookup

PROCTER & GAMBLE Co., Cincinnati, for Drene, has contracted for the 7:30 - 7:45 p. m. (EDST) period, Wednesdays, starting Sept. 9 for eight weeks, on WEAF, New York, NBC-Red key, and WMAQ, Chicago, also NBC - owned, using Frank Parker and Ramona. The program is piped to WMAQ from WEAF. P & G also will start a Jack Randolph program on WINS, New York, starting Sept. 6, Monday, Wednesday and Friday mornings, 10:45-11, for 34 weeks. H. W. Kastor & Sons Adv. Co. Inc., Chicago, placed the accounts.

## Squibb in West

E. R. SQUIBB & SONS, New York (toothpowder), on Aug. 10 placed three quarter - hour programs weekly on KFI, Los Angeles; KOMO, Seattle; KFRC, San Francisco, and WDAF, Kansas City. The programs are taken off the line by WBS from WOR, Newark, on which Squibb is broadcasting. The broadcasts feature Ray Giersdorf, vocalist, and Frank Cornwall's orchestra. Geyer, Cornell & Newell Inc., New York, has the account.

JACK LATHAM, radio time buyer for Young & Rubicam Inc., New York, has fully recovered from his recent operation and will be back at his desk on Aug. 17.


ACCURACY

**CRYSTALS**

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

**LOW TEMPERATURE COEFFICIENT CRYSTALS**

Supplied in isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-862 for price list.

Scientific
**RADIO SERVICE**
124 Jackson Ave., University Park, Hyattsville, Md.



ELEVEN AUDITIONS

NO SALE!

An elaborate radio program was auditioned for a sponsor who, after hearing it, decided that it would not "fit in" with his product. Station policy dictated that all auditions be recorded, and because of this policy, it was possible to audition this program for various other advertisers, with the result that on the TWELFTH showing, a sponsor was found, whose product tied-in with the program.

The cost of twelve "in the flesh" auditions would have been prohibitive. The cost of making a PRESTO INSTANTANEOUS RECORDING was trifling.

Daily, in hundreds of broadcasting and recording studios, PRESTO is earning a handsome return on its cost. The installation of instantaneous recording equipment is economically sound. Hundreds of broadcasting stations have learned that PRESTO INSTALLATIONS insure quality reproduction . . . dependability and 100% satisfaction.

Remember . . . Whether you are considering the purchase of a complete instantaneous recorder or a needle only, rely on PRESTO . . . the only centralized source of supply in this country. At PRESTO HEADQUARTERS, you will find everything for your recording requirements . . . from a needle to a complete studio installation.

*Descriptive catalog and technical data gladly supplied on request.*

EXPORT DIVISION (except for Australia and Canada)
M. SIMONS & SONS, INC.
25 Warren Street, N. Y. C.
Cable: Simontrice: N. Y.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

# Long-Wave Bands Denied to Industry

## Cairo Group Against Alloting Waves for Broadcast Use

RESERVATION of the 1500-1600 kc. band for broadcasting and denial of the NAB's request that the 180-210 and 520-550 kc. bands also be designated for broadcasting were decided upon Aug. 5 by the main United States committee preparing for the 1938 International Telecommunications Conference at Cairo.

The American delegation was instructed to favor no changes in the 1600-3500 kc. band, and not to propose allocations above 30,000 kc., where most television experimentation is taking place. The recommendations have been submitted to a drafting committee which will whip them into complete form by September for submission to the State Department.

### Definitions Adopted

OTHER recommendations made by the committee follow:

New definition adopted for Broadcasting—A service carried on by a station the emissions of which are primarily intended to be received by the general public, regardless of the type of emission authorized.

Definition adopted for Facsimile —The electrical transmission and reproduction of fixed images.

Definition adopted for Television —The electrical transmission of transient visual images.

An entirely new Article VI on the quality of emissions was proposed. It will be submitted by the Americans for discussion at the forthcoming Bucharest technical conference. New frequency tolerances and band widths of emissions are specified. In substance the proposed section requires waves to be kept as close to the authorized frequency as the start of the art permits. Frequent checks on emissions are advised.

Mr. Baldwin served notice that he would file a minority report on the denial of the 180-210 and 520-550 kc. bands to broadcasting. Capt. S. C. Hooper, of the Navy Department, observed that there is a difference of opinion among broadcasters on the proposed 180-210 and 520-550 kc. requests of the NAB.

### Classification of Emissions

IMPORTANT changes in the classification of emissions were approved. They make the main line of classification that of the types of communication for which the emissions are used, assuming that continuous-wave transmissions is employed. The existing plan is based on the distinction between continuous and damped waves. New classifications are:

A0—Waves of which successive oscillations are identical. Such waves are used for special purposes such as standard frequency emissions.

A1—Continuous-wave telegraph, a carrier wave keyed in accordance with a telegrapic code.

A2—Tone-modulated telegraphy, the carrier wave being modulated at an audible frequency, this frequency or combination of audible frequencies keyed in accordance with a telegraphic code.

A3—Telephony. Waves resulting from modulation of carrier wave by speech, music or other sound waves.

A4—Facsimile. Waves resulting from modulation of carrier wave by frequencies representing fixed image.

A5—Television. Waves resulting from modulation of carrier wave by frequencies representing transient visual images.

B —Damped waves. Waves consisting of successive series of oscillations, of which the amplitude, after having reached a maximum, decreases gradually, the wave trains being keyed in accordance with a telegraph code. These are prohibited except under Article 7.

## McGlashan's Olympics

WHILE the major networks sent their own special announcers to Berlin to cover the Olympic Games, Ben S. McGlashan, operator of the 100-watt KGFJ, Los Angeles, secured authority from the FCC to pick up and rebroadcast Olympic events as carried in various languages over Germany's vast short-wave system. He was authorized Aug. 5 to operate special high-frequency broadcasting station W6XKG for the rebroadcasts.

# FCC Refuses to Postpone Requirements for Safety

VETOING requests that its equipment cleanup regulation (Rule 132) requiring stations to install safety features in transmitters in accordance with the National Electric Code be deferred beyond its effective date of Nov. 12, the FCC Broadcast Division announced Aug. 8 that the rule would become effective as originally planned. It was adopted in the interest of safeguarding life and property at stations and requires that the equipment shall be constructed and operated in accordance with good engineering practice.

In another ruling, the FCC Broadcast Division stated that requests had been received for authority to use a common antenna system for two or more stations. It held that two or more stations owned by the same licensee may be permitted to use a common antenna, but different licensees will not be authorized to use a common antenna, since both licensees under such conditions of operation cannot have complete control of all the apparatus which directly controls the external effects of the station.

# Public Eagerly Observing Don Lee Net Television

WHILE RCA, Philco and Farnsworth are giving only occasional private demonstrations of their television systems, Don Lee Broadcasting System, demonstrating the system perfected during the last six years by its television director, Harry R. Lubcke, is continuing its public showings which began last June 4. So great have been demands for glimpses of the receiver and its images that Don Lee has had to restrict attendance to those who secure tickets at KHJ, Los Angeles.

The demonstrations are in the Don Lee Bldg. Each is accompanied by a lecture explaining the system, which employs a cathode ray tube receiver projecting 300-line images 24 times per second. To those who desire them, instructions are given on how to build receiving sets to pick up the images broadcast by W6XAO on the ultra-short waves.

TED SISSON, of the NBC production department in New York, has resigned to join the production staff of Lord & Thomas.

# Vice Presidents Added In RCA Personnel Shift

M. F. BURNS and Ralph B. Austrian, motion picture and radio executives, have been elected vice presidents of RCA Mfg. Co., according to announcement Aug. 10 by G. K. Throckmorton, executive vice president of RCA. Mr. Austrian will have offices in New York and will handle motion picture producers and theatre contacts for RCA Photophone. Mr. Burns will have similar duties on the West Coast. Paul C. Richardson, formerly of Curtis Publishing Co., has been made manager of field activities. Henry C. Bonfig, former manager of the Western division, has been transferred to Camden.

RCA-Victor has announced appointment of Vance Woodcox, formerly a member of the sales department and before that director of advertising for Kelvinator Corp., as manager of the newly created central division located in Chicago. James E. Francis, formerly in charge of Hollywood operations, has been appointed western division manager with offices in Hollywood. John W. Griffin continues in charge of the Eastern division.

SOME question about efforts of MacGregor & Sollie, Los Angeles transcription company, to sell its products on the basis of current attempts of recording artists to block radio performances, has been raised in letters to the NAB from stations, according to James W. Baldwin, NAB managing director. A study of the whole situation, with particular reference to the American Society of Recording Artists, is being made, it was learned.

**•JUST RELEASED!**

"What's Happening in Radio Today"

**Mailed FREE on Request**

An unusual survey — not an imaginary treatise on what to expect in the future — but a factual report on what's happening TODAY! Gives an analysis of employment changes, salary advances in Broadcasting and other branches of Radio throughout the country. A limited number of copies available — write for yours today!

**One-Year Residence Course in Practical Radio Engineering Begins Sept. 21**

*If you live near Washington—visit the school anytime for an inspection tour of our laboratories, shops and equipment—or, write for FREE 48-page illustrated catalog.*

**CAPITOL RADIO ENGINEERING INSTITUTE**

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Washington, D. C. 14th & Park Rd.
New York City 29 Broadway

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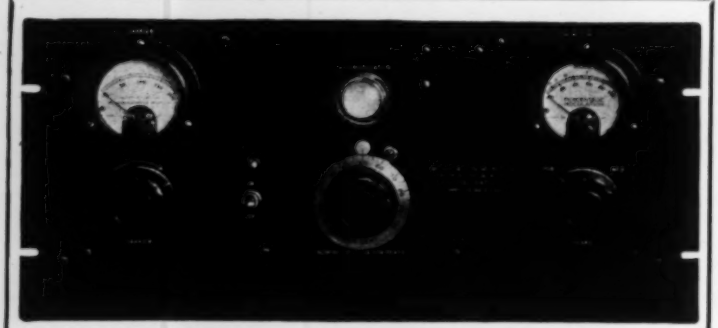

**THE GENERAL RADIO TYPE 731-A MODULATION MONITOR**

*Features:*

- *A d-c meter for setting carrier and for indicating carrier shift with modulation*
- *A peak flashing light which operates on all peaks exceeding a predetermined value*
- *A high-speed meter indicating continuously the percentage modulation on either positive or negative peaks*

The General Radio Modulation Monitor uses a high-speed meter as the modulation indicator. This meter faithfully follows the signal. It is calibrated in decibels for maintaining the transmitter input at any desired level. The instrument is well shielded so that no special precautions are necessary even when the monitor is operated in close proximity to a high power transmitter.

*Type 731-A Modulation Monitor, complete with tubes and accessories, $195.00*

Orders are being filled in rotation and shipment on orders received immediately will be made on or about September 1st.

*Write for Bulletin 37-B if additional details are desired*

**GENERAL RADIO COMPANY**
**Cambridge, Massachusetts**

# Power for XEPN Opposed by WOW

### Asks Power Commission to Bar American Energy to Station

ON THE THEORY that the exportation of American electrical energy into Mexico to furnish a power supply for broadcasting stations on the other side of the American border would aid in the violation of American laws, WOW, Omaha, on Aug. 3 applied to the Federal Power Commission for a hearing at which it would intervene against the furnishing of American power to XEPN, Piedras Negras, opposite the Rio Grande River from Eagle Pass, Texas.

XEPN, variously reported as operating with 75,000 to 150,000 watts power and licensed by the Mexican government to utilize 150,000 watts, recently suffered power failures during storms and asked for authority to buy its power from American sources. It has been operating on 590 kc., the American regional channel occupied by the 5,000-watt WOW and several other stations located farther northward.

#### Lack of Relief

SINCE WOW, like many other American and Canadian stations, has been unable to secure relief from the FCC or other American governmental sources from Mexican border station interference, it is asking the Power Commission to halt any aiding of violations of Article 35, Section 1 of the International Telecommunications Convention of 1932 to which the United States and Mexico are signatories. This article provides that "all stations must be operated so as not to interfere with the radio service either of the contracting governments or of private operating agencies recognized by these governments."

Paul M. Segal, counsel for WOW, asserts in his petition to the Power Commission that not only is WOW injured by XEPN, which is said to be backed by American capital, but that "the applicant is evading jurisdiction of the FCC by broadcasting from Mexico." He charges XEPN with violating the American law forbidding lotteries and also of violating FCC orders forbidding fortune-telling and per-inquiry broadcasts since it broadcasts in English and is heard by U. S. audiences. He points out further that the Power Commission "customarily considers the legality of exportation of power according to the laws of the State of export."

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ROBERT J. SMITH, until recently with WFAS, White Plains, N. Y., has joined the sales staff of WNEW, Newark. Mr. Smith was formerly with the A & P Co., was production manager of the Weeks Adv. Agency and is a former partner in the Smith & Williams Co., merchandising and sales counsel.


**GATES** Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY ILLINOIS

**KMBC's Remote Coverage of a Big Political Event**

WITH its newscaster car, KMBC, Kansas City, provided thorough coverage of the recent Landon notification ceremonies at Topeka. Other facilities included lines to the Kansan Hotel and a loop to the speaker's stand at the state house. Erle Smith, newscaster, is shown in the center picture talking on a transcontinental CBS network through W9XES, the shortwave car, with Jack Starr assisting. At left is Paul Fonda at the controls during the notification ceremonies. At right is Smith interviewing Congressman Richard Bradley, of Connecticut. Important political personages, crowd broadcasts and other features were broadcast by KMBC.

## It Struck Twice

FOR THE second time within a month, the 227-foot tower of WCOP, Boston, was the target for a lightning bolt. The second flash struck Aug. 4. The bolt traveled down the transmitting tower and did minor damage at the base. Immediate repairs were made and the station lost but a short time. The bolt that struck the station early in July was a direct hit on top of the tower and kept the station off the air for 11 hours and 40 minutes.

COOPERATING with the Weather Bureau, the recently organized Florida Association of Broadcasters has pledged its member stations to join government radio services instantly to broadcast tropical storm warnings.

## CBS School of the Air To Add Musical Series For Pupils This Autumn

WHEN the *American School of the Air* resumes on the CBS network Oct. 13 under the direction of Miss Helen Johnson of the network's educational staff, it will feature two innovations designed to heighten interest among the tens of thousands of school children in the schools and adults in the homes who tune in the programs daily during the school year.

One will be a series of Tuesday musical periods during the first semester in which performances of compositions by famous historical figures will be played. The other will be a Thursday series of soloists and choruses singing native music and brought over via shortwaves from various European countries. This series, featuring the second half-season of the *School of the Air*, is being arranged by Cesar Saerchinger, CBS European representative.

The new school season will start with the musicals; thereafter the programs will be heard each school day for 26 weeks with the usual school holidays intervening, 2:15 to 2:45 p. m. (EST). The subjects to be presented each day at this time will be: Mondays, history; Tuesdays, music and literature; Wednesdays, geography; Thursdays, music, literature and science; Fridays, vocational guidance and current events.

The CBS *American School of the Air* is one of the two major network features designed especially for classroom reception, the other being the Walter Damrosch *Music Appreciation Hour* which NBC resumes over its combined Red and Blue networks Oct. 2, to be heard every Friday from 2 to 3 p. m. (EST).

**UNIVERSAL**
**Velocity and Carbon Microphones**

Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2¾ x 4¾ in. x 1½ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, RP, RH and CB—List $22.50.

**Universal Microphone Co., Ltd.**
424 Warren Lane, Inglewood, Calif., U.S.A.



**Sound Effects**
*(From Life)*

Extensive Library—
Approximately 500 effects

Custom-Built Transcriptions
Commercial Plating
Duping and Pressing

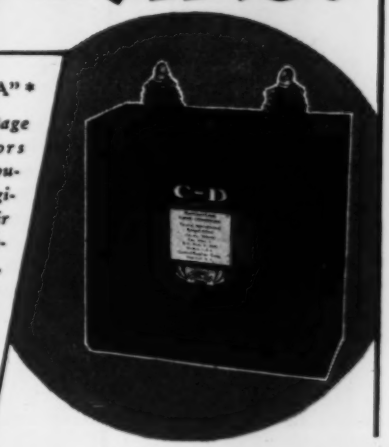
Write Us Your Needs

**Gennett Records**
*(Div. of The Starr Co.)*
Richmond, Ind.



**IN 3 YEARS!**

THE DYKANOL "A"*
*Series of High Voltage Transmitting Capacitors has won an enviable reputation in broadcast engineering circles . . . Their sturdy, compact and dependable characteristics, and their ability to operate under the most severe working conditions have made them favorites with engineers the world over.*




You would do well to SPECIFY C-D DYKANOLS for future condenser requirements . . . for truly . . . there are none better.

Catalog No. 127 for radio and industrial engineers, listing in complete detail the Dykanol series, is available free on request.

*DYKANOL "A" . . . is a special liquid diphenal impregnating medium, developed after many years of arduous laboratory research. It is non-inflammable and permits the operation of these capacitors at voltages 10% above rating. The high dielectric strength and dielectric constant has also made it possible to reduce the cubic volume of these units by 50% over previous types, without affecting their high quality characteristics.

**CORNELL-DUBILIER CORP. 4370 BRONX BLVD. N.Y.C.**

CORNELL DUBILIER

# PROFESSIONAL DIRECTORY

**JANSKY & BAILEY**
*An Organization of*
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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**McNARY and CHAMBERS**
*Radio Engineers*
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**GLENN D. GILLETT**
*Consulting Radio Engineer*
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
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**PAUL F. GODLEY**
*Consulting Radio Engineer*
Montclair, N. J.
*"25 years of Professional Background"*

**EDGAR H. FELIX**
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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*Radio Transmission Equipment*
2106 Calumet Ave.
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**HERBERT L. WILSON**
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

**Alexander Sherwood**
*Business Consultant in Broadcasting*
320 North 50 St.
OMAHA NEBRASKA

**JENKINS & ADAIR, Inc.**
*Engineers*
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

RCA — WORLD WIDE WIRELESS

**FREQUENCY MEASURING SERVICE**

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

**R. C. A. COMMUNICATIONS, Inc.**
*Commercial Department*
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

## OTHER FELLOWS' VIEWPOINT

### We Stand Corrected

To the Editor of BROADCASTING:

Thank you so much for the notice concerning our return to the air, page 20 of your Aug. 1 issue.

Civic pride and an undying and unflagging interest in the "Power City of the World", Niagara Falls, leads me to point to your error in giving the address of The Carborundum Company as Buffalo. All of which, of course, does not lessen my interest in a most newsworthy of all radio publications.

FRANCIS D. BOWMAN,
Advertising Manager,
The Carborundum Co.,
Niagara Falls, N. Y.

Aug. 5, 1936.

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WHEN the air conditioning system for studio No. 3 of WBBM, Chicago, went temporarily out of commission one recent morning, Milton Charles, WBBM organist, played his scheduled program in his shorts, for the sake of comfort.

### Nu-Mist Plans Tests

FORSON LABORATORIES Inc. New York (Nu-Mist, cold remedy), will use radio for test studio programs in Detroit and Cleveland starting in mid-October. Stations and other details are still undecided. Kimball, Hubbard & Powell Inc., New York, has the account.


ACCURACY
INFORMATION • • • EQUIPMENT • • • SERVICE
*Radio Engineering Consultants*
For Established Stations and For New Station Applicants
Frequency Measurements
Tru-AXIS Low Drift CRYSTALS
(Approved by F.C.C.)
COMMERCIAL RADIO EQUIPMENT COMPANY
7805 BALTIMORE • KANSAS CITY, MO.


## CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

### Help Wanted

Texas station desires operator-announcer who can copy Transradio. State full experience, age, education, references, salary expected. Box 533, BROADCASTING.

Wanted: Experienced time salesman by progressive local station near New York. Drawing account, liberal commission, but you must show us you can produce. State full experience, references, in first letter. Box 538, BROADCASTING.

Wanted: Thoroughly experienced all around station executive, willing to back services with nominal investment as evidence of good faith. Wonderful opportunity for right man not over thirty-five who knows every angle of the game. Box 539, BROADCASTING.

### Situations Wanted

Experienced chief engineer desires position with any type radio station. Box 536, BROADCASTING.

Capable station manager desires connection with regional or local station in that capacity. Box 534, BROADCASTING.

Transmitter, control operator for network, announcer. Three years experience. Now employed. Desires permanent position with progressive station. Address Box 537, BROADCASTING.

### For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

### Wanted to Buy

**WANTED — A STATION**

**Radio executive, 14 years experience successfully operating clear channel, regional and local stations in both large and small cities, will buy all or part interest non-network station in major market. Can pay cash. Give full details. Reply Box 532, BROADCASTING.**

Willing to buy controlling interest or will purchase radio station outright. Box 535, BROADCASTING.

### Wanted to Buy (Cont'd)

Want turntable and cutting assembly for coated discs. State make, particulars. Box 527, BROADCASTING.

### For Sale—Equipment

Western Electric 304-A, one kilowatt transmitter, complete with one set of tubes and partial set of spare tubes; also spare 700-A oscillator. Fully AC operated. Guaranteed in first class mechanical and electrical condition. Equipment removed from service because of increased power. Crated, ready for immediate delivery. Original cost $18,000. Offered at $7,000 f.o.b., Columbia, S. C.

FCC memo 243 lists the 304-A equipment "as satisfying the requirements of good engineering practice" promulgated in accordance with Rule 132.

G. Richard Shafto, Station WIS, Columbia, S. C.

### Western Electric 1 Kw 106-B Transmitter

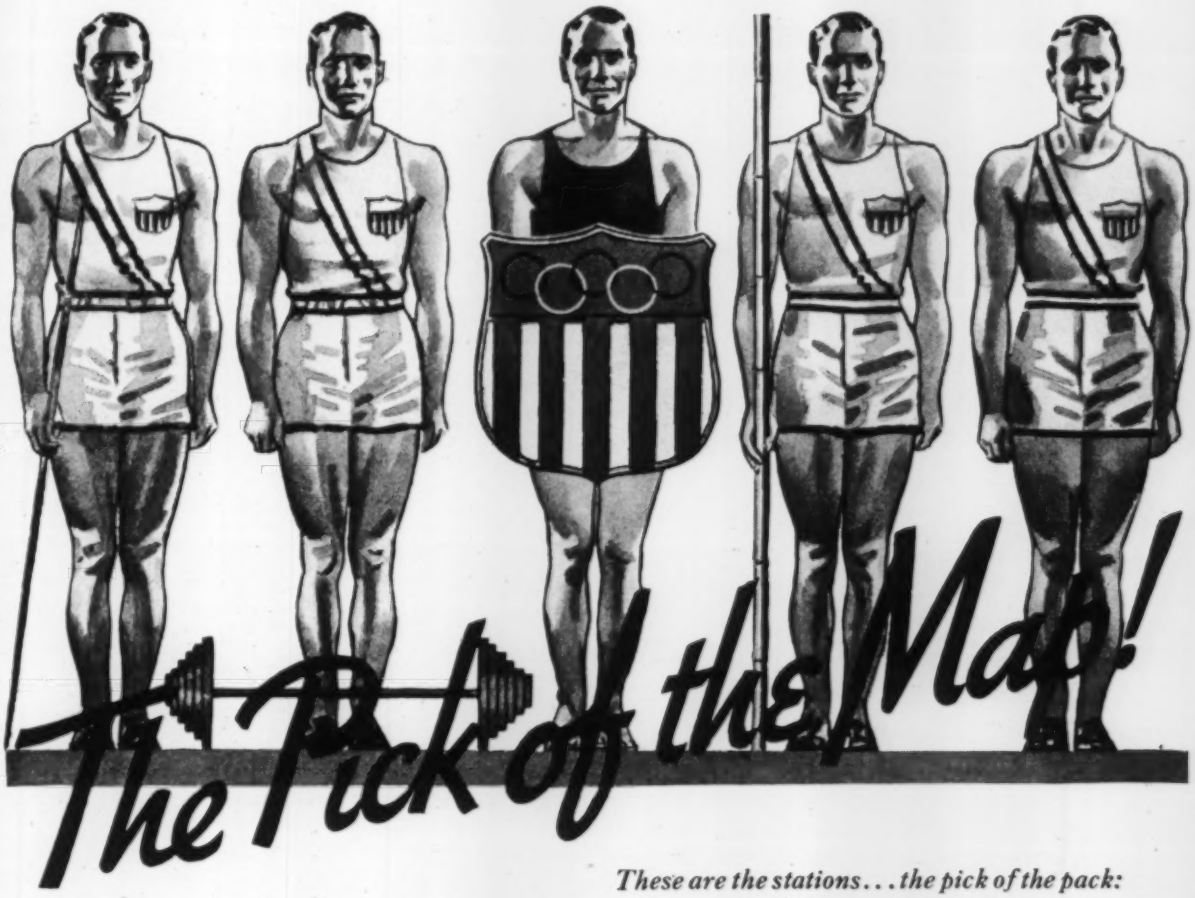
This equipment is an excellent operating condition, having been taken out of service only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motor generators and pumps. Designed for operation from 220 Volt DC supply, but can be easily modified for AC operation.

The transmitter is available immediately and can be inspected at any time. Correspondence is invited from anyone interested in securing this equipment at an unusually attractive price. Box 507, BROADCASTING.

### FOR SALE
### Radio Transmitter

SEALED proposals will be received until 2:30 P. M., Wednesday, August 19, 1936, for sale by City Commission of City of Jacksonville, Florida, of One (1) used Western Electric 6-B radio transmitter in excellent condition, "as is", complete with duplicate generating equipment and water pumps, together with various spare parts including many tubes. This equipment may be seen upon application to John T. Hopkins, III, Manager, at Radio Station WJAX, from whom further information may be obtained. Each bid should be addressed to City Commission marked "Bid for radio transmitter", and delivered through mail or otherwise at office of Secretary, Room 13, City Hall. The Commission reserves the right to reject any or all bids.

M. W. Bishop, Secretary — Thos. C. Imeson, Chairman



# The Pick of the Map!

LIKE our athletes now in Berlin, each of these local NBC stations represents the pick of its particular section of the country. These are the same stations on which all-star NBC programs are helping to win sales events for spot and local advertisers.

Covering nine rich markets, they have won their sales spurs in broadcasting against the best local competition.

*Effective September 1, 1936*
In America's 4th Market . . . Philadelphia
**K Y W**
Another great station has been added to this select group. KYW now offers spot and local advertisers the benefit of broadcast advertising "completely programmed by NBC."

***These are the stations . . . the pick of the pack:***

NEW YORK
**WEAF** . . 50,000 watts
**WJZ** . . . 50,000 watts

THE GREAT NORTHEAST
**WGY** . . . 50,000 watts

NEW ENGLAND
**WBZ-WBZA** 51,000 watts

NORTHERN OHIO
**WTAM** . . 50,000 watts

DISTRICT OF COLUMBIA
**WRC** . 1000-500 watts
**WMAL** . 500-250 watts

PITTSBURGH AND THE TRI-STATE MARKET
**KDKA** . 50,000 watts

CHICAGO
**WMAQ** . 50,000 watts
**WENR** . 50,000 watts

DENVER AND THE ROCKY MT. REGION
**KOA** . . 50,000 watts

SAN FRANCISCO
**KGO** . . 7,500 watts
**KPO** . . 50,000 watts

Completely Programmed by NBC

☆ *For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.*